



[Home](#) [Register](#) [Program](#) [Attendees](#) [Exhibitors](#) [Hotel & Travel](#) [Advertising Opportunities](#)

CONVENTION PROGRAM

2007 PROGRAM

[Saturday, May 19](#) | [Sunday, May 20](#) | [Monday, May 21](#) | [Tuesday, May 22](#) | [Wednesday, May 23](#)

SATURDAY, MAY 19, 2007

10:00 am - 5:00 pm

Registration and Badge Validation at L.V.C.C.

10:00 am - 5:00 pm

Badge Validation at Satellite Locations

10:00 am - 5:00 pm

Welcome Center and Design Trends Open

10:00 am - 5:00 pm

Spouse Hospitality Lounge

10:00 am - 5:00 pm

Public Sector Lounge

[Saturday, May 19](#) | [Sunday, May 20](#) | [Monday, May 21](#) | [Tuesday, May 22](#) | [Wednesday, May 23](#)

SUNDAY, MAY 20, 2007

8:00 am - 11:00 pm

Badge Validation at Satellite Locations

9:00 am - 7:00 pm

Registration and Badge Validation at L.V.C.C.

9:00 am - 7:00 pm

Welcome Center and Design Trends Open

9:00 am - 5:00 pm

Spouse Hospitality Lounge

9:00 am - 7:00 pm

Public Sector Lounge

9:00 - 11:00 am

CDP (Certified Development, Design and Construction Professional) Test Review Course

9:00 - 11:00 am

Convention Program

- [Full Program](#)
- [Focus on Global Retail Development](#)
- [Spouse Program](#)
- [Program At-a-glance \(PDF\)](#)

CLS (Certified Leasing Specialist) Test Review Course

9:00 am - 1:00 pm

CSM Certified Shopping Center Manager) and CMD (Certified Marketing Director) Test Review Courses**CDP, CLS and CSM/CMD Test Review Courses**

The test review courses are for candidates seeking to achieve the designation of Certified Shopping Center Manager (CSM), Certified Marketing Director (CMD), Certified Development, Design and Construction Professional (CDP) or Certified Leasing Specialist (CLS). These courses are designed to familiarize the candidate with test taking techniques, as well as provide a review of test specifications. A practice test will be administered under simulated test conditions and scoring for the examination will be reviewed.

Registration Fees: ICSC Members: \$75

Non-Members: \$100

For more information and to register for these review courses visit the [ICSC website](#).

10:00 - 11:00 am

Welcome to Las Vegas: First Timers' Orientation

10:00 - 10:05 am

Welcome and Convention Overview

SPEAKER

**GORDON "SKIP" GREEBY**

President
The Greeby Companies
Chicago, IL

10:05 - 10:15 am

The Next Generation Perspective

SPEAKERS

**MARYL HAIRE**

Los Angeles Next Generation Program Co-Chair
Retail Leasing Agent, Specializing in Landlord
Services
Epsteen & Associates
Los Angeles, CA

**STEPHEN C. SJURSET**

New York State Next Generation
Chair
Senior Associate
CB Richard Ellis
New York, NY

10:15 - 10:25 am

The Public Sector Perspective

SPEAKER

**SUE AKINS SIENS**

Southern Division Alliance
Co-Chairman
City Liaison
City of Lebanon
Lebanon, TN

10:25 - 11:55 am

Maximizing Your Convention Experience

SPEAKER

**RALPH SPENCER, CCIM, SIOR**

President
Innovative Learning, LLC
Longwood, FL

1:00 - 2:00 pm

Opening Session with Guest Speaker

SPEAKER

**LANCE ARMSTRONG**

Tour de France Champion
 Founder, Lance Armstrong Foundation

2:00 - 6:00 pm

Trade Exposition and Public Sector Showcase Open

4:00 - 6:00 pm

Open House Reception in Trade Exposition

6:30 - 9:30 pm

Benefit Dinner for the ICSC Educational Foundation

Bellagio Hotel and Casino

ICSC 50th Anniversary Celebration

As ICSC celebrates its 50th anniversary, we can't help but indulge in a bit of nostalgia. In the past decades we've grown from a seven-person organization to the world's largest retail real estate association, with 65,000 members in more than 100 countries. Along the way we've established many milestones, made many friends and created lots of fond memories. Come celebrate 50 years of shopping center professionalism. Proceeds to benefit the ICSC Educational Foundation. Established in 1988, the Educational Foundation promotes the study of and scholarly research involving retail real estate and retail related disciplines. ICSC's Educational Foundation is one of the most important single sources of financial support for programs, institutions, centers and scholars in a wide range of academic pursuits that advance the understanding of shopping centers and their role in the economic, cultural and social life of today's world. Tickets are required for this event and seating is limited. Tables and sponsorship are also available. For more information visit the [Ray Romano Dinner page](#).

FEATURED ENTERTAINER



RAYMOND ROMANO

Comedian
 Los Angeles, CA

10:00 pm - 12:00 midnight

Next Generation Reception

The Palms Hotel & Casino



Don't miss out on this ultimate networking event! Please join us for the 5th Annual Spring Convention Next Generation Reception, which will be held on Sunday, May 20th, 10:00 pm - 12:00 midnight at The Palms Hotel & Casino. We invite you to exchange ideas with fellow Next Generation attendees, mentors and senior level members who wish to give back to the industry. Spaces are strictly limited and NO on-site registrations will be accepted. To register for, or to sponsor this signature Next Generation Reception, please visit our website at www.icsc.org/2007N09. Tickets will be provided to all those who pre-register for the event.

Also, on Monday, May 21st and Wednesday, May 23rd we have two special educational sessions exclusively designed for the Next Generation. See the program for details.

[Saturday, May 19](#) | [Sunday, May 20](#) | Monday, May 21 | [Tuesday, May 22](#) | [Wednesday, May 23](#)

MONDAY, MAY 21, 2007

6:30 am - 6:00 pm

Registration and Badge Validation at L.V.C.C.

6:30 am - 2:30 pm

Badge Validation at Satellite Locations

6:30 am - 6:00 pm

Welcome Center and Design Trends Open

6:30 am - 6:00 pm

Public Sector Lounge

7:00 am - 6:00 pm

Spouse Hospitality Lounge

8:00 am - 6:00 pm

VIP Lounge for International Delegates

8:00 am - 6:00 pm

Leasing Mall, Trade Exposition and Public Sector Showcase Open

8:00 - 9:00 am

Continental Breakfast Served in Trade Exposition

8:00 - 9:30 am

Women in Real Estate Breakfast

Held in collaboration with CREW Network

GUEST SPEAKER



SARA BLAKELY

Creator and Founder
Spanx
Atlanta, GA



Sara Blakely, founder of Spanx, is an innovator. Sara took \$5,000 in savings and began her adventure in the \$2 billion male-dominated hosiery industry. Two years later, Blakely cold-called and landed the top retail stores across the country. Spanx continues to show increasing profits, celebrating \$85 million in retail sales in 2005. Spanx is sold in America's finest upscale stores and boutiques in the U.S., including Nordstrom, Neiman Marcus, Saks Fifth Avenue, Bloomingdales and Parisian, as well as upscale boutiques and retailers in Canada and the U.K.

Blakely's story and Spanx products have been featured on everything from *The Oprah Winfrey Show*, CNN, *Forbes*, E!, and *Glamour* to *Vogue*, *People*, *InStyle*, *New York Times*, *Vanity Fair*, *WWD* and *USA Today*. Blakely has been named Ernst & Young's "Southeast Regional Entrepreneur of the Year" and Georgia's "Woman of the Year". Blakely is a native of Clearwater, Florida and a graduate of Florida State University.

9:30 - 10:45 am

Opening Session

Mixed-Use - Transforming America's Cities

MODERATOR



LEE WAGMAN

ICSC Past Trustee
CEO
The Martin Group
Santa Monica, CA



11:30 am - 12:15 pm

General Session

Underserved Urban Markets

America's cities are experiencing a boom in population growth, new business development, job opportunities and livability. In this session, mayors and industry experts will share with you the keys to understanding the hidden opportunities in underserved urban markets. The panel will explore insights, the challenges of urban retail development, strategies for successful public/private partnerships and navigating the development process. Joining ICSC in bringing you this panel are the U.S. Conference of Mayors, Initiative for a Competitive Inner City, Social Compact and the Urban Markets Initiative at the Brookings Institution.

MODERATOR



MICHAEL E. PORTER (Invited)

Bishop William Lawrence



University Professor
Harvard Business School
Cambridge, MA

12:30 - 1:00 pm
Luncheon Served

1:00 - 2:15 pm
The View From Washington

Sam Donaldson looks at Washington's biggest stories and provides audiences insight on the political headlines of the day - whether the topic involves the Middle East, terrorism threats, the latest headlines from the Bush administration or anything in between. During his presentation, Donaldson turns the tables on himself, giving his audience the opportunity to participate in a "press conference" by inviting them to ask the tough questions in a lively and candid Q & A session.

GUEST SPEAKER



SAM DONALDSON

Veteran Washington Correspondent
ABC News
Washington, DC

2:30 - 4:00 pm
Concurrent Sessions

1. Capital Markets Update 2007: Just How Good Can it Get?

You will hear from major Wall Street players, as well as specialty finance companies and equity investors, as they address the hottest issues in capital markets today. Are the financing markets still in love with retail? Will slower retail sales growth affect leverage? You will also learn about alternative ways to finance new construction.

MODERATOR



JOHN LEVY

Principal
John B. Levy & Company
Richmond, VA

2. From Planes to Cranes: The Evolution of Mixed-Use for the Next Generation

In 1998, Forest City Enterprises was chosen to be the master developer of the former Stapleton Airport in Denver, one of the largest urban redevelopments in the nation. Now home to distinctive shopping areas, Stapleton hosts Northfield, a super-regional lifestyle center anchored by Macy's, Bass Pro Shops, Harkins Theatres, the "Power Town" opened in 2006 and Quebec Square, a regional power center anchored by Wal-Mart, Sam's Club and Home Depot opened in 2003. Stapleton integrates the best features of the ideal city life: diverse homes, offices, schools and parks with regional and neighborhood retail centers. The panel will provide valuable insight on this super-regional, mixed-use development.

MODERATOR



AMANDA MROZEK

Florida State Next Generation Co-Chair
Director of Leasing
Core Communities
Port St. Lucie, FL



3. Open-Air Centers - The Retailer's Perspective

Understanding the retailer's point of view, retailing has experienced dynamic change over the past 50 years as simple, family-owned ventures have developed into multi-store chains with sophisticated systems. This session will seek to understand how retailers approach the challenges and opportunities of today's open-air center.

Representatives of some of the country's most admired retailers will provide their views on such topics as: co-tenancy and exclusives and why they matter to retailers; the proper role of third party brokers; how site selection really works; attracting the best team members; hot new concepts; and opportunities and strategies for growth.

MODERATOR



BRAD M. HUTENSKY
ICSC Trustee
President
The Hutensky Group, LLC
Hartford, CT

4. The Deal Stallers

This panel of nationally recognized industry experts will explore the various problems frequently encountered by business men and women and their counsel in negotiating deals to fruition. Over the years, it seems deals are often delayed by "tried and true" problems, as well as problems that develop as trends in merchandising and development change. This group of distinguished panelists will discuss and analyze the "deal stallers" from a perspective of avoiding them in the first instance, and resolving them when avoidance cannot be prevented.

MODERATOR



JEFFREY H. NEWMAN, Esq.
Chairman/R.E. Dept.
Sills Cummis Epstein and Gross P.C.
Newark, NJ

5. Westfield San Francisco Centre: The Renovation of the Emporium and Resurrection of a Historic Urban Landmark

Join members of the project team representing Forest City Development California, Westfield Corporation, Inc. and Federated Department Stores as they present the transformation of a historic landmark, which includes a flagship Nordstrom, into this unprecedented mixed-use development. Sparked by the vision for a flagship Bloomingdale's, the team was able to create a 2.2 million square feet urban center as the link between San Francisco's cultural heart, The Yerba Buena Gardens and Union Square.

They will discuss how the history of the 1896 building and the impact of the 1906 earthquake influenced the project evolution as a public/private partnership incorporating a new Bloomingdale's, an additional 170 specialty stores, a nine- screen theater and 245,000 square feet of office space.

With development and construction spanning more than ten years, this exciting project will provide a fascinating case study with key lessons learned of the largest vertical retail/mixed-use project to be built west of the Mississippi.

MODERATOR



JAMES B. HELLER
President
ka architecture
Cleveland, OH

4:15 - 4:45 pm

Annual Meeting of Members

5:30 - 6:30 pm

Alliance Reception

By Invitation Only



6:00 - 7:00 pm

Canadian Reception

By Invitation Only

[Saturday, May 19](#) | [Sunday, May 20](#) | [Monday, May 21](#) | Tuesday, May 22 | [Wednesday, May 23](#)

TUESDAY, MAY 22, 2007

7:00 am - 6:00 pm

Registration and Badge Validation at L.V.C.C.

7:00 am - 6:00 pm

Spouse Hospitality Lounge

7:30 - 9:00 am

Breakfast for International Delegates**A Celebration of the Global Diversity of Our Industry**

By Invitation Only

8:00 am - 6:00 pm

VIP Lounge for International Delegates

8:00 am - 6:00 pm

Leasing Mall, Trade Exposition and Public Sector Showcase Open

8:00 - 9:00 am

Continental Breakfast Served in Trade Exposition

9:15 - 10:30 am

Concurrent Sessions**1. The Box and the City: Re-Imaging the Urban Department Store - Future Trends**

Shopping is intimately tied to the shifting desires of the market and survival is premised on riding the waves of customer demand and cultural adaptation. Retail in general, and department stores particularly, are always facing obsolescence and the next "new thing" is always just around the corner. Shopping, rather than being a stable urban building block, is best described in terms of cycles, and measured in terms of life spans. Given the large footprint consumed by urban department stores within a city, the impact of those cycles to a downtown can be devastating when they change or die. This session will focus on creative ways that these large spaces are being re-used to strengthen cities' retail core and rebuild the urban fabric.

MODERATOR

**EDWARD SHRIVER**

Principal
Strada
Pittsburgh, PA

2. Survivors of Mixed-Use Projects - Lessons Learned

What are the drivers of your desire to launch a mixed-use project: Is it zoning, permits, parking, transit, the market or a combination of all these? Hear developers who are experienced in mixed-use projects address lessons learned from their projects. Panelists will discuss the "back story" of mixed-use, how to select the best tenant/user mix, the synergistic role of retail and partnering strategies. This session is a must if your project includes retail, commercial, residential and other tenants.

MODERATOR

**DOUGLAS HOWE**

President
Touchstone Corporation
Seattle, WA

**3. The Changing Face of Commercial Real Estate**

CREW This session will address the results of "Women in Commercial Real Estate: 2005" follow-up survey, which polled female professionals on why there is disparity in the industry, why women gravitate towards certain disciplines over others and what is corporate America doing to attract and retain professional women.

**NETWORK**

Panelists will also discuss best practices for women in the workplace to guide them towards top leadership positions. This session will provide industry perspective regarding diversity issues and inform attendees on how their companies will achieve their own goals better and faster if they understand diversity in the workplace.

MODERATORS



MARIANNE AJEMIAN
Partner
Nutter, McClennen & Fish,
LLP
Boston, MA



BETH LAMBERT-SAUL
CREW Network Immediate Past-
President
Vice President
Archon Group
Dallas, TX

11:00 am - 12:15 pm

General Session

5th Annual Hot Retailers Awards

Join us for the 5th Annual Hot Retailers Awards as we unveil the trendsetters of the retail world. These winners have been selected through a survey of nearly 3,000 North American shopping center management professionals. This session will feature the latest up-and-coming retailers... the trendsetters... companies to watch.

12:30 - 1:00 pm

Luncheon Served

1:00 - 2:15 pm

Keynote Presentation

GUEST SPEAKER



TERRY J. LUNDGREN
Chairman, President and Chief Executive Officer
Federated Department Stores, Inc.
New York, NY

3:00 - 4:30 pm

Concurrent Sessions

1. How to Finance Your Brownfield Deal

Finding the money needed to clean up your contaminated property can be a complex process, filled with risk and pitfalls. Whether you are seeking to rebuild your community or revive a troubled commercial retail development project, bring your questions to the experts. A panel consisting of Terra Vita Development, National Brownfield Association, Cherokee Investment Partners (a private equity firm specializing in financing brownfields) and CERF (a private firm specializing in providing debt financing and bridge loans for brownfield sites) will explain how to finance brownfield deals, tap into grants and loans, structure non-traditional financing deals and avoid common financial risk. If you have ever considered redeveloping contaminated property, don't miss this session.

MODERATOR



ROBERT V. COLANGELO
CEO
National Brownfield Association
Chicago, IL

2. A Global Perspective on Consumer Trends - What Shopping Center Executives Need to Know

Shopping center industry researchers will discuss consumer and demographic trends facing the industry around the globe. How should shopping centers position themselves for the next five to ten years? What are the developing trends? What are some of the lessons learned from different parts of the world that can be applied across the globe? How will technology shape the consumer shopping experience at shopping centers?

MODERATOR



MORGAN PARKER
President
Taubman Asia
Hong Kong

3. The Gold at the End of the Rainbow - Retail Success in Urban Markets

Despite strong purchasing power and population growth of urban and multi-ethnic markets, large segments continue to be overlooked and underserved. On this panel, mainstream retailers who have found success will tell you what made them buy into this non-traditional market. This panel builds on the findings of the upcoming book *Retailers Operating at a Profit: Urban Market Success*, co-published by the Urban Markets Initiative at the Brookings Institution and ICSC.

SESSION INTRODUCTION



BEVERLY MAYO DIETZ
REAP Board Chair
Partner
The Winfield Group, Inc.
McLean, VA

MODERATOR



G. LAMONT BLACKSTONE
Principal
DLC Urban Core LLC
Tarrytown, NY

4. Navigating Key Property Management Challenges Impacting Retail and Mixed-Use Properties

This panel of seasoned property management executives with experience in retail and mixed-used sectors will address an array of challenging topics that today's managers encounter, including:

- Designing properties to positively impact NOI
- Determining how many properties a manager can manage effectively from near and afar
- Advantages and disadvantages to fixed CAM
- Management challenges unique to mixed-use developments
- Other current trends and issues

MODERATOR



MEZ R. BIRDIE, CPM, SCSM, CCLM
Director, Retail Services
NAI Realvest
Maitland, FL



5. The World of Outlet Retailing

With nearly 400 factory outlet projects operating or planned in almost every part of the world, from North America to Europe and from the Middle East to Asia-Pacific, the concept is holding its own in virtually every market. Veterans who have broken ground in countries that have never experienced factory outlet retailing share their experiences and offer advice on succeeding in this constantly emerging global enterprise.

MODERATOR



DAVID OBER
President
PA Outlet Management
Lancaster, PA



5:30 - 8:00 pm

Diversity Reception

Join us at the Diversity Reception to celebrate diversity and to promote relationship building in the retail and shopping center industries. Network at this dynamic cocktail reception and connect with other real estate decision-makers and business people. Space is limited. Visit www.nixonpeabody.com for details.

Sponsored by Nixon Peabody LLP, ICSC, General Growth Properties, Forest City Enterprises, Urban America, Concordis Real Estate, Simon Properties, Limited Brands, Gap, Inc., Target Corporation, Wal-Mart, Johnson Development Corporation and Starbucks Coffee Company (UCO).

[Saturday, May 19](#) | [Sunday, May 20](#) | [Monday, May 21](#) | [Tuesday, May 22](#) | Wednesday, May 23

WEDNESDAY MAY 23, 2007

7:30 - 9:30 am

Alliance Co-Chairs Breakfast and Annual Meeting

By Invitation Only



8:00 am - 5:00 pm

Registration and Badge Validation at L.V.C.C.

8:00 am - 5:00 pm

Welcome Center and Design Trends Open

8:00 am - 5:00 pm

Leasing Mall Open

8:30 am - 3:00 pm

Spouse Hospitality Lounge

9:30 - 11:00 am

Workshops

These workshops are small group discussions that provide you with the opportunity to meet with leaders in the shopping center industry and share your thoughts with the group on key topics of interest to you.

1. Project Reviews at the "Genius Bar"...Compliments of CenterBuild
2. Maximize Your Business Relationships Through Effective Verbal Communications: Making Every Connection Count
3. Extreme Makeover - Retail Real Estate Undone and Re-Done
4. Deal or No Deal? Ground Lease Negotiation Live!
5. LEED Certification
6. Re-assessing the Effect of Fixed Operating Costs
7. Comparative GIS Methodology
8. Tools to Unlock the Urban Promise - What You Need to Sell Retailers, Banks and Your Company on Investing in Underserved Markets
9. Building a Project from the Ground Up



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