

**AZLE MUNICIPAL DEVELOPMENT DISTRICT
REGULAR MEETING**

**CITY COUNCIL CHAMBERS
613 S.E. PARKWAY
AZLE, TEXAS 76020**

**TUESDAY
February 11, 2014**

AGENDA

**President Ray Ivey
Vice President Kevin Ingle
Secretary Joe McCormick**

**Jack Stevens
Justin Berg
Council Member Paul Crabtree
Council Member William Chambers**

**REGULAR SESSION
CALL TO ORDER**

7:00 p.m.

PRESENTATION

1. Presentation of the MDD's Quarterly Investment Report for Quarter ended December 31, 2013
Executive Director Craig Lemin

ACTION ITEMS

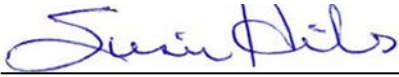
2. Consider approving the Minutes of the January 14, 2014 Azle MDD regular meeting
Secretary Joe McCormick
3. Discuss upcoming economic development conferences and consider any action on amending the FY2013-2014 budget to allocate funds for travel and training expenses
President Ray Ivey

DISCUSSION ITEMS

4. Discuss setting goals and priorities of the Strategic Plan for the Azle MDD
President Ray Ivey
5. Discussion regarding Azle Municipal Development District plans/procedures/policies
President Ray Ivey

ADJOURNMENT

I, the undersigned authority, do hereby certify the above Agenda was posted at City Hall on February 7, 2014 at the City's official bulletin board and is readily accessible to the public at all times in accordance with V.T.C.A. Chapter 551, Texas Government Code.



Susie Hiles, Assistant to the City Manager

Date Agenda Removed from Posting

This facility is wheelchair accessible and handicapped parking spaces are available. Auxiliary aids and services are available to a person when necessary to afford an equal opportunity to participate in city functions and activities. Auxiliary aids and services or accommodations should be requested forty-eight hours prior to the scheduled starting time by calling the City Secretary's Office at 817-444-7101.

Complete MDD Agenda packet and background information are available for review at the City Secretary's Office and on our website www.cityofazle.org.

City Council Communication

Item # 1

Submitted By: Craig Lemin – Executive Director **Date:** February 7, 2014

Subject: Presentation of the Quarterly Investment Report for month ended December 31, 2013.

Action Requested: Presentation, no action required.

Purpose (Outline – Who, What, Where, Why & How).

Finance.

Checklist of Attachments

<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo / Report From	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Council Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Applicant	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input checked="" type="checkbox"/> Staff	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Other	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

City of Azle
Municipal Development District
QUARTERLY INVESTMENT REPORT
For the Quarter Ended
December 31, 2013

Prepared by
Valley View Consulting, L.L.C.

The investment portfolio of the City of Azle Crime Control & Prevention District is in compliance with the Public Funds Investment Act and the Investment Policy and Strategies.



Investment Officer



Investment Officer

Disclaimer: These reports were compiled using information provided by the City of Azle. No procedures were performed to test the accuracy or completeness of this information. The market values included in these reports were obtained by Valley View Consulting, L.L.C. from sources believed to be accurate and represent proprietary valuation. Due to market fluctuations these levels are not necessarily reflective of current liquidation values. Yield calculations are not determined using standard performance formulas, are not representative of total return yields and do not account for investment adviser fees.

Strategy Summary:

The Federal Open Market Committee (FOMC) maintained the Fed Funds target range between 0.00% and 0.25% (actual Fed Funds traded <10 bps). The FOMC continued Quantitative Easing (QE3), but announced the first tapering phase after their December meeting (\$75 billion per month down from \$85 billion). The fixed income market anticipated the change resulting in only modest yield curve adjustments. Domestic employment data remains erratic, with lingering concern over the U-6 and participation rates. Revised third quarter GDP surged to 4.1% - a very positive sign. The US stock markets held strong. Financial institution deposits and laddering targeted cash flows still provide the best interest earnings opportunity.

Quarter End Results by Investment Category:

<u>Asset Type</u>	<u>Ave. Yield</u>	<u>December 31, 2013</u>		<u>September 30, 2013</u>	
		<u>Book Value</u>	<u>Market Value</u>	<u>Book Value</u>	<u>Market Value</u>
Bank/Pool/MMMFs	0.04%	\$ 25,984	\$ 25,984	\$ -	\$ -
CDs/Securities/Term		\$ -	\$ -	\$ -	\$ -
Totals		\$ 25,984	\$ 25,984	\$ -	\$ -

Quarterly Portfolio Performance

Average Quarterly Yield 0.04%

Rolling Three Mo. Treas. Yield 0.06%

Rolling Six Mo. Treas. Yield 0.08%

Yearly Portfolio Performance

Average Quarter End Yield 0.04%

Rolling Three Mo. Treas. Yield 0.06%

Rolling Six Mo. Treas. Yield 0.08%

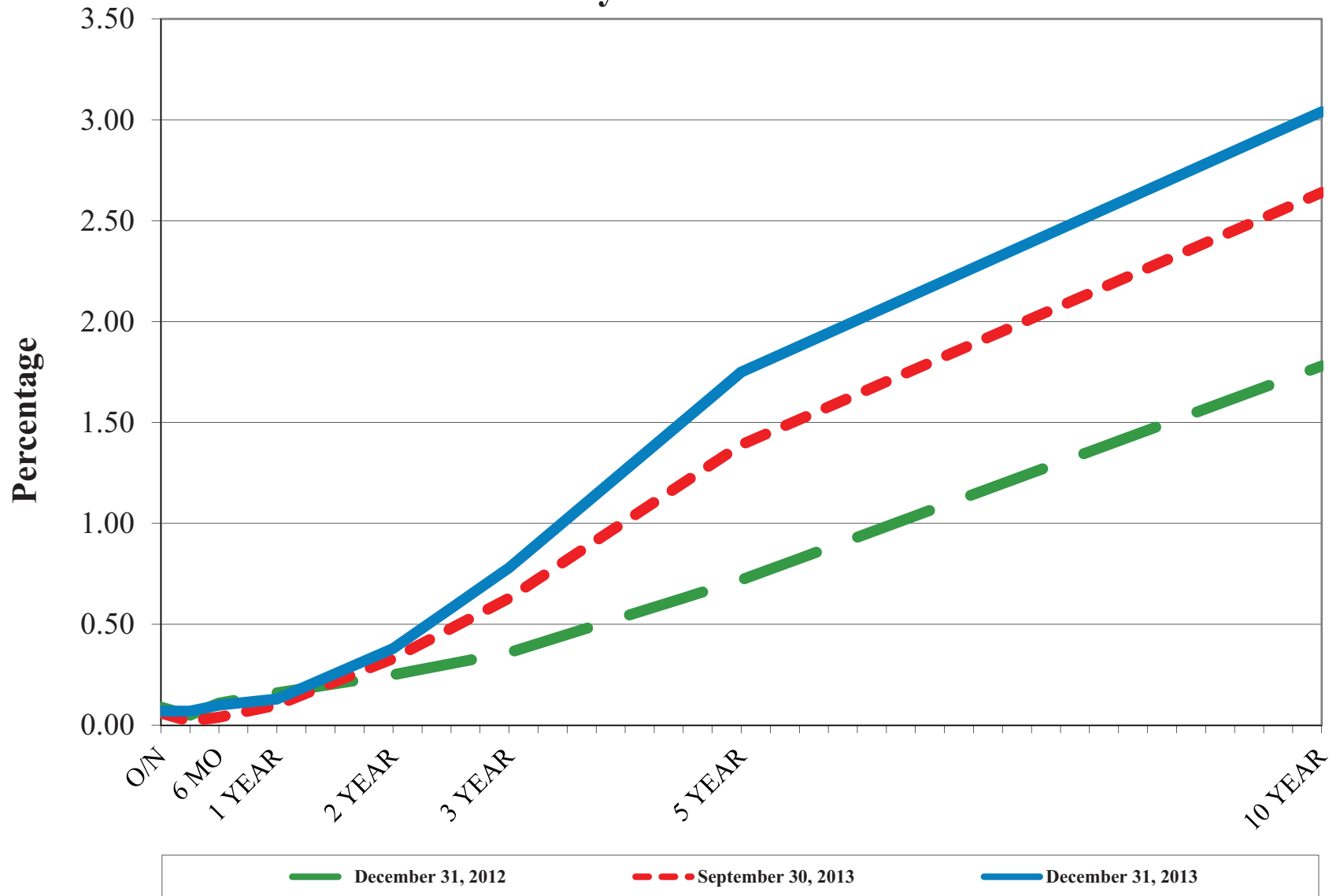
Average Quarterend TexPool Yield 0.04%

Quarterly Interest Earnings \$ 1 (Unaudited)

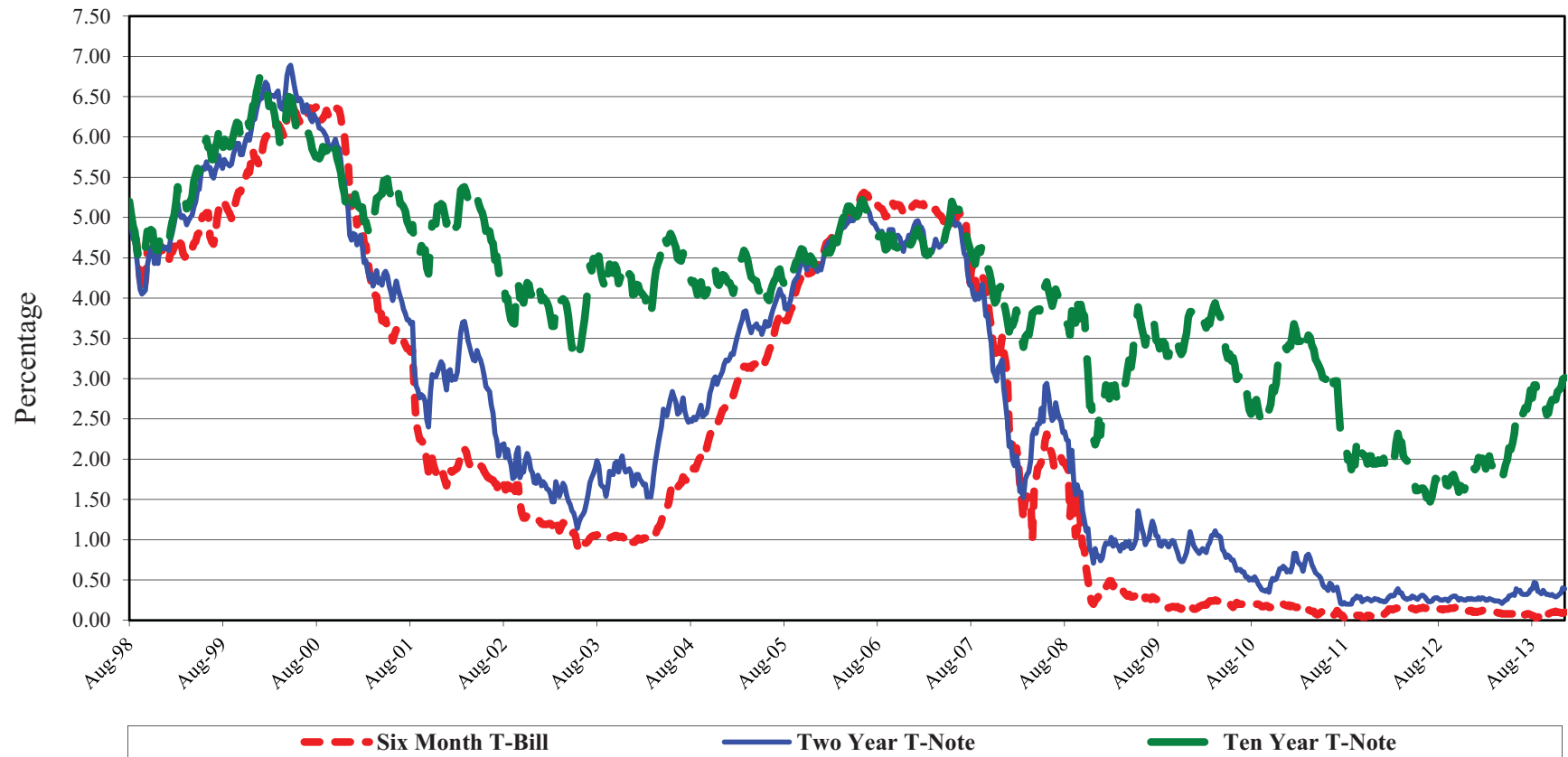
Fiscal YTD Interest Earnings \$ 1 (Unaudited)

Note: Average yields calculated using quarter end report average yield and adjusted book value, but do not include adviser fees and realized and unrealized gains or losses.

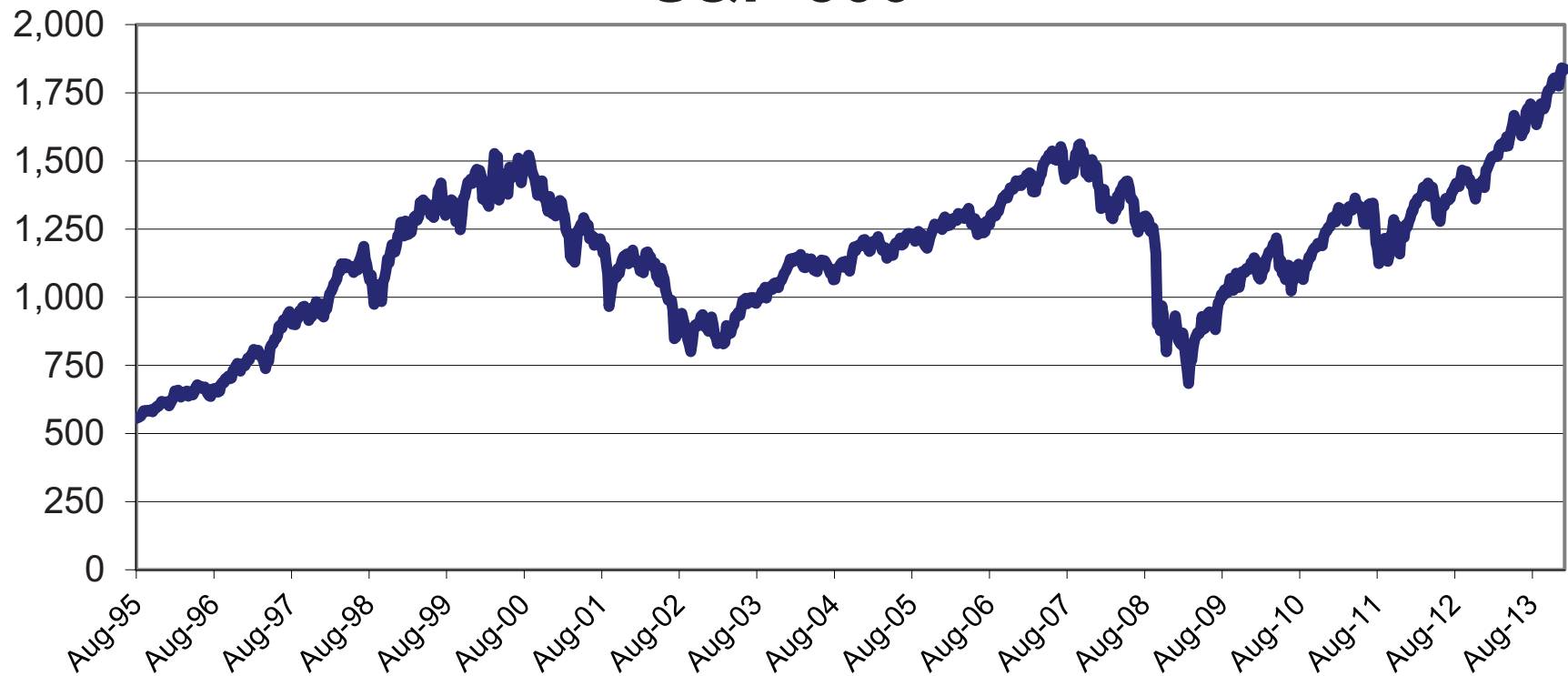
Treasury Yield Curves



US Treasury Historical Yields



S&P 500



Detail of Investment Holdings

December 31, 2013

Description	Rating	Coupon/ Discount	Maturity Date	Settlement Date	Original Face\ Par Value	Book Value	Market Price	Market Value	Life (Days)	Yield
TexPool	AAAm	0.04%	01/01/14	12/31/13	\$ 25,984	\$ 25,984	1.00	\$ 25,984	1	0.04%
					<u>\$ 25,984</u>	<u>\$ 25,984</u>		<u>\$ 25,984</u>	<u>1</u>	<u>0.04%</u>
									(1)	(2)

(1) **Weighted average life** - Pools, Money Market Funds, and Bank Deposits are assumed to have a one day maturity.

(2) **Weighted average yield to maturity** - The weighted average yield to maturity is based on Book Value, adviser fees and realized and unrealized gains/losses are not considered. The pool and mutual fund yields are the average for the last month of the quarter.

Book Value Comparison

Description	Coupon/ Discount	Maturity Date	<u>September 30, 2013</u>		Purchases at Cost	Sales\ Maturities	<u>December 31, 2013</u>	
			Original Face\ Par Value	Book Value			Original Face\ Par Value	Book Value
TexPool	0.04%	1/1/2014	\$ -	\$ -	\$ 25,984	\$ -	\$ 25,984	\$ 25,984
TOTAL			\$ -	\$ -	\$ 25,984	\$ -	\$ 25,984	\$ 25,984

Market Value Comparison

Description		<u>September 30, 2013</u>			Qtr to Qtr Change	<u>December 31, 2013</u>		
		Original Face\ Par Value	Market Price	Market Value		Original Face\ Par Value	Market Price	Market Value
TexPool	0.04%	\$ -	1.00	\$ -	\$ 25,984	\$ 25,984	1.00	\$ 25,984
TOTAL		\$ -		\$ -	\$ 25,984	\$ 25,984		\$ 25,984

City Council Communication

Item # 2

Submitted By: Susie Hiles, Assistant to the City Manager	Date: February 7, 2014
Subject: Azle MDD Board Minutes.	

Action Requested:	Consider approval of the Minutes from the January 14, 2014 MDD Board meeting.
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Purpose (Outline – Who, What, Where, Why & How).			
Procedural.			
Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo From Applicant	<input type="checkbox"/> P&Z Minutes	<input checked="" type="checkbox"/> Board Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> Staff	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Other	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
	<input type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
January 14, 2014**

DRAFT

STATE OF TEXAS §
COUNTY OF TARRANT §
CITY OF AZLE §

The Azle Municipal Development District of the City of Azle, Texas convened in Regular Session at 7:00 p.m. in the Council Chambers of City Hall, 613 Southeast Parkway, Azle, Texas, on the 14th day of January 2014 with the following members present:

Ray Ivey	President
Kevin Ingle	Vice President
Joe McCormick	Secretary
Council Member Paul Crabtree	Place 1
Council Member William Chambers	Place 2
Jack Stevens	Place 5
Justin Berg	Place 6
Craig Lemin	Executive Director

Constituting a quorum. Staff present was:

Lawrence Bryant	Assistant City Manager
Susie Hiles	Assistant to City Manager

The following items were considered in accordance with the official agenda posted on the 10th day of January 2014.

REGULAR SESSION:
CALL TO ORDER

7:00 p.m.

President Ray Ivey called the session to order at 7:00 p.m.

ACTION ITEMS

1. Consider approving the minutes of the November 12, 2013 regular Azle MDD Board meeting

The Board reviewed the minutes, recommending they be approved as submitted.

Director Stevens moved to approve the minutes of the November 12, 2013 regular MDD Board meeting. Director Berg seconded the motion. The motion was unanimously approved.

DISCUSSION ITEMS

2. Discuss/review Azle Municipal Development District's sales tax collections

President Ivey introduced the agenda item. Executive Director Lemin reported the first sales tax collections for the MDD were received in October and reported in December. Sales tax collections to date are:

December 2013 (October monies collected)	\$25,983.36
January 2014 (November monies collected)	\$26,162.77

Mr. Lemin stated, based on the collections thus far, the annual sales tax collections should be approximately \$340,000.

3. Discuss goals and priorities of the Azle MDD for 2014

President Ivey introduced the agenda item. The Board discussed several issues:

**MINUTES
REGULAR MEETING
AZLE MUNICIPAL DEVELOPMENT DISTRICT
January 14, 2014**

DRAFT

- developing a plan on how to “sell” Azle
- What does the city have to offer?
- What type of businesses do we want to attract?

Board also discussed challenges:

- limited technology infrastructure
- fighting the “low income” image/perception as a result of the businesses located on SH199 between Lake Worth and Azle
- high land prices
- incomplete SH199 project (no bridges)
- no industrial zoning in the Tarrant County portion of the City of Azle

Executive Director Lemin discussed how the City Council has a planning exercise every year during the budget process to set goals/priorities and suggested the Board consider conducting a similar exercise to help them begin setting goals/priorities for the MDD. This will help in developing the MDD’s Strategic Plan. The Board agreed it would be a good idea to place a planning session on the February meeting agenda.

4. Discuss factors impacting economic development in the City of Azle

President Ivey introduced the agenda item. Executive Director Lemin discussed the negative impact the erroneous information regarding the recent earthquakes can have on Azle’s economic development. He advised the research team from Southern Methodist University is putting together a website and FAQ’s that will hopefully clarify some of the misconceptions regarding the earthquakes in the Azle area.

5. Discussion regarding Azle Municipal Development District plans/procedures/policies

No items discussed.

ADJOURNMENT

President Ray Ivey adjourned the meeting at 8:45 p.m.

PRESENTED AND APPROVED this the 11th day of February 2014.

APPROVED:

Ray Ivey, President

ATTEST:

Joe McCormick, Secretary

City Council Communication

Item # 3

Submitted By: Ray Ivey – MDD President	Date: February 7, 2014
Subject: Discuss travel & training during 2014 for the Board	

Action Requested:	Discuss upcoming economic development conferences and consider any action on amending the FY2013-2014 budget to allocate funds for travel and training expenses
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Purpose (Outline – Who, What, Where, Why & How). The Board would like to consider attending several training/economic development conferences in 2014. A budget amendment would be required as no travel and training expenses have been allocated in the current year budget. A breakdown of expenses is provided in the attachment.
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Checklist of Attachments			
<input type="checkbox"/> Contract	<input type="checkbox"/> Agreement	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution
<input type="checkbox"/> Policy	<input type="checkbox"/> Applications	<input type="checkbox"/> Legal Opinion	<input type="checkbox"/> Minute Order
<input type="checkbox"/> Letter/ Memo	<input type="checkbox"/> P&Z Minutes	<input type="checkbox"/> Council Minutes	<input type="checkbox"/> Other Minutes
<input type="checkbox"/> From	<input type="checkbox"/> Checklist	<input type="checkbox"/> Federal Law	<input type="checkbox"/> Plans / Drawings
<input type="checkbox"/> Applicant	<input type="checkbox"/> State Law	<input type="checkbox"/> Bid Tabulations	<input type="checkbox"/> Maps
<input type="checkbox"/> Staff	<input checked="" type="checkbox"/> Attachments	<input type="checkbox"/> Notices	<input type="checkbox"/> Charter
<input type="checkbox"/> Other			



The Texas Economic Development Council (TEDC) is an Austin-based, statewide, non-profit professional association dedicated to the development of economic and employment opportunities in Texas.

SPRING CONFERENCE

The Texas Economic Development Council's 2014 Spring Conference will be held, **March 5-7, 2014** in Dallas at the Hilton Dallas Lincoln Centre Hotel. The Spring Conference program includes general sessions, breakout sessions, peer group roundtables, board of director's meeting, golf tournament, supper club and networking opportunities.

Registration Rates

TEDC Member Registration: \$350

TEDC Non-Member Registration: \$400

Optional Small Business Financing Workshop (March 5th): \$200

Optional Golf Registration (March 5th): \$80

Registration Deadline: Wednesday, February 26, 2014

Hilton Dallas Lincoln Centre Hotel
5410 LBJ Freeway
Dallas, TX 75240
(972) 934-8400

Overnight Accommodations:

The TEDC's discounted room block rate at the Hilton Hotel is currently **\$159.00/night+tax**. There are **limited number** of rooms available in the TEDC's room block. The room block rate will expire on **February 10th, 2014**

Basic Economic Development Course - Spring

Date of Event: March 4-7, 2014

Registration Rate: \$700

Location: Hilton Dallas Lincoln Center, Dallas, TX

Room Block Rate: \$159

This four-day course will coincide with the TEDC's Spring Conference. The Basic Economic Development Course focuses on the fundamental concepts, tools and skills needed to be successful in today's political, economic and business environment. The BEDC will provide the participant with a comprehensive understanding of the keys of successful economic development. For those new to the profession, the BEDC is the first step toward professional certification.

This course is conducted through a partnership with the Texas A&M Engineering Extension Service (TEEX).

Basic Economic Development Course - Fall

Dates: September 9-12, 2014

Registration Fee: \$700

Location: Hilton Garden Inn, Austin, TX

Room Block Rate: \$139

Annual Conference

Dates: October 1-3, 2014

Registration Fee: \$500/Member \$550/Non-Member

Location: Omni Galleria, Houston, TX

Room Block Rate: \$169



The purpose of The International Council of Shopping Centers (ICSC) is to advance the shopping center industry and to promote its role in the commercial distribution of consumer goods and services by:

- Providing [educational programs](#) and [publications](#) in all aspects of shopping center development, finance, management, marketing and other specialized areas of professional interest;
- Conducting [meetings and other programs](#) designed to promote the exchange of ideas among members and to facilitate the conduct of their business;
- Collecting and disseminating information pertaining to the shopping center industry, including [statistical data and other statistical research](#);
- Developing and maintaining [professional certification programs](#) to encourage high standards for shopping center professionals;
- [Advocating](#) the interest of the shopping center industry to local, state/provincial, federal and international governmental bodies; and
- [Publicizing](#) to the general public promotional and educational shopping center business information.

ICSC RECon Las Vegas

May 18 – 20-, 2014

Las Vegas, NV

RECon is the global convention for the shopping center industry and provides networking, deal making and educational opportunities for retail real estate professionals from around the world. With over 34,000 attendees and 1,000 exhibitors it is the largest industry convention, making it an unparalleled opportunity to do a year's worth of business in just three days! If you are looking to meet retailers to discuss new or existing leases in your centers, view the latest industry products and services that are critical to your business, attend educational sessions or find the next deal, then you need to attend RECon.

Early Bird (through Dec 13)	Advance (through April 30)	On-Site (after April 30)	
ICSC Member*	\$625	\$665	\$815
Non-Member	\$1,215	\$1,215	\$1,525
Student Member**	\$145	\$145	\$145

Regular Registration:	Early Bird (through Dec 13)	Advance (through April 30)	On-Site (after April 30)
ICSC Member*	\$530	\$570	\$720
Non-Member	\$1,120	\$1,120	\$1,430
Student Member**	\$50	\$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.

RECon Registration Fee Includes:

Access to the Full Convention Program inclusive of two lunches, receptions, educational sessions and admission to the Leasing Mall and Marketplace Mall.

Registration Deadlines:

- **December 13, 2013**
Early Bird Deadline – Members Save \$40
- **March 28, 2014**
Register and submit a photo by deadline 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 28 to retain that rate and receive a badge in the mail.
- **April 30, 2014**
Deadline to receive advance registration fee.
- **May 17, 2014**
Registrations will be accepted on-site in Las Vegas.



2014 Spring Conference

March 5 -7, 2014

Hilton Dallas Lincoln Centre Hotel, 5410 LBJ Freeway, Dallas, TX 75240

AGENDA/PROGRAM SCHEDULE

Wednesday, March 5, 2014

- 8:30 AM **Golf Tournament**
Champions Course, Brookhaven Country Club, Farmers Branch, TX
- 8:30 AM – 4:30 PM **Small Business Financing Essentials for Economic Developers Workshop**
*Separate Registration required to attend this workshop
- 12:00 PM Conference Registration Open
Committee Meetings are open to all attendees, unless otherwise noted.
- 1:00 – 2:00 PM **Committee Meetings**
CEDA (Community Economic Development Award)
Karen Gregory, Committee Chair; Jennette Killingsworth, Committee Vice-Chair
Communications
William Myers, Committee Co-Chair
Education
Gerri Lawing and Karen Dickson, Committee Co-Chairs
- 2:00 – 3:00 PM **Committee Meetings**
Forward Planning
Mike Rosa, Committee Chair
Conference
John Osborne, Committee Chair
Workforce Development
Wesley Burnett and Charley Ayres, Committee Co-Chairs
- 3:00 – 3:15 PM Break

3:15 – 4:15 PM

Committee Meetings

Membership

Fred Welch, Committee Chair

PAC (Political Action Committee)

Misty Mayo and Dawn Steil, Committee Co-Chairs

Special Committee: Transportation

Thom Lambert and Allison J. H. Thompson

4:15 – 5:15 PM

Foreign Direct Investment

Aaron Brickman, Deputy Executive Director, Select USA, US Department of Commerce

5:15 – 6:15 PM

TEDC Documented S.T.A.R. Sites Program

Moderator: Hunter Hilburn, Committee Chair

Panelists: Amanda Nobles, Kilgore EDC; Dale Fowler, Victoria EDC

Special Committee: Water

Terry Wegman and Ken Becker, Committee Co-Chairs

6:15 – 6:30 PM

Networking Break

6:30 PM

Meet in hotel lobby for shuttles to TEDC Supper Club

7:00 PM

TEDC Supper Club [various restaurants -- sign up at TEDC Registration Desk]

Thursday, March 6, 2014

7:30 AM

Breakfast

Sponsored by: Greenville Economic Development Corporation

8:00 – 9:00 AM

TEDC 101 and Committee Roundtables

Rusty Brockman, TEDC Chair

TEDC 2014 Board of Directors and Committee Chairs

9:00 – 10:00 AM

Domestic IT and BPO Sourcing Can Generate Good American Jobs: The Role for Policy

Ron Hira, Ph.D., PE, Associate Professor and Acting Chair, Department of Public Policy,
Rochester Institute of Technology

What are the prospects of domestic sourcing and what impact does it have on creating good quality jobs, improving income inequality, and encouraging long-term sustaining economic development?

Dr. Hira will explore why domestic IT and BPO sourcing has potential to create a significant number of high-wage, high-quality American jobs and the role public policy should play to make this happen.

10:00 – 11:00 AM

Benchmarking for Economic Development Success: Tips for Strategy and a Happy Board

Tom Ticknor, Ticknor & Associates

This session will provide you with practical take-home suggestions from a seasoned economic development consultant about how to improve your game by benchmarking against good practices and learning from others.

11:00 AM – 12:15 PM	Principles of Competitive Development Strategy Ron Giblin, CRM Practice Leader, Kickstarter CRM Community competitiveness begins with understanding the marketplace and how companies and communities compete. How a community prepares for the challenges it faces will determine if it can compete globally. This presentation will show how digital technology is converging and impacting R&D and the factory floor, to consumer buying and service behavior, and how communities can harness it.
	New US Cluster Mapping Website: Tool for Economic Development Sarah Jane Maxted, Research Manager, Harvard Institute for Strategy and Competitiveness In this presentation you will learn about the US Cluster Mapping Project, a valuable tool available at no charge to economic development organizations and community leaders. The project is a national economic development initiative focused on creating community competitiveness and wealth generation through a strategy of regional innovation and industry clusters.
11:00 AM – 12:00 PM	Property Enhancements Incentive Programs Moderator: Greg Last, CEO, EDTBest Practices Panelists: Craig Hulse, Director of Economic Development, North Richland Hills; John Hubbard, Executive Director, Balch Springs Economic Development Corporation; Julie Glover, City of Denton
12:15 – 1:30 PM	Lunch on your own
12:15 – 1:30 PM	Executive Committee Meeting *TEDC Executive Committee Members Only
1:30 – 2:30 PM	Retail Outlook for 2014 Aaron Farmer, The Retail Coach Learn about retail trends and expansion plans and what you must do to identify and recruit retail that will succeed in your community. Gain a better understanding of the site selection process and land use analysis; see new online interactive mapping applications, demographics, psychographic info and more. Learn best practices for marketing your community at industry events and obtain a free copy of The Retail Coach's "12 Ways to Expand Your Sales Tax Base" Scout book.
	PACE in a Box: An Essential Part of Your Economic Development Tool Kit, Prepackaged and Delivered to Your Door Charlene Heydinger, Executive Director, Keeping Pace in Texas How can you capture the benefits of improved energy efficiency and water conservation to retain or expand your existing industrial and commercial base? Learn about a model tool kit provided at no cost for municipalities and counties to implement the SB 385, the Property Assessed Clean Energy Act (PACE). Participating local governments gain a new tool to retain and expand their businesses while increasing water and energy conservation and reliability
2:30 – 3:30 PM	Session Title TBD David Dodd, DADCO Consulting and Calandra Cruickshank, StateBook
3:30 – 4:00 PM	Networking Break Sponsored by: City of Dallas
4:00 – 5:00 PM	Economic Development Sales Tax Committee Meeting Greg Sims and Scott Connell, Committee Co-Chairs Legislative Committee Meeting Dan Rogers and Charlie Dromgoole, Committee Co-Chairs Legislative Update Sabrina Brown, TEDC Legislative Consultant

- 5:00 – 6:00 PM **Team Texas Committee Meeting**
Jim Wehmeier, Chair, Team Texas
- 6:00 – 7:15 PM **Networking Reception**
Sponsored by: McKinney Economic Development Corporation and McKinney
Community Development Corporation

Friday, March 7, 2014

- 7:30 – 8:00 AM Breakfast
Sponsored by: Cedar Hill Economic Development Corporation
- 8:00 – 9:00 AM **New Market Tax Credits**
Michael Fitzpatrick, Partner, Baker Tilly
- 9:00 – 10:00 AM **Peer Group Roundtable: Economic Development Marketing Programs
and Best Practices**
Moderator: Lorie Vincent, Executive Director, The High Ground of Texas
Panelists TBD
- 10:00 – 10:15 AM Break
- 10:15 – 11:15 AM **Texas and the 2014 Elections**
Brian Sweany, Senior Executive Editor, Texas Monthly
This session will provide an overview of the 2014 elections and how they will impact the State and
your community.
- 11:15 AM – 12:15 PM **Board of Director's Meeting**
- 12:15 PM Conference Closing and Adjournment

Where the Industry Meets

RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION

2014

MAY 18-20

LAS VEGAS, NV

32,000 ATTENDEES

1,000 EXHIBITORS

3 DAYS OF DEAL MAKING

ALL AT THE LAS VEGAS

CONVENTION CENTER



#RECon14

PROGRAM

9 Reasons to Attend RECon

RECon is the world's largest retail real estate exhibition and conference and it is a must-attend event for shopping center industry executives, retailers, financial companies, and product and service suppliers. If you're in the shopping center industry, you can't afford not to attend RECon. When over 32,000 of the best and brightest in the industry come together, the opportunities are limitless.

1 Leasing Mall

Whether you're a shopping center owner looking to lease space in a new or existing shopping center or a retailer looking to expand into new markets, the Leasing Mall is the place where the deals get done! With over 900 of the world's largest shopping center development companies and retailers in attendance, the Leasing Mall is the most cost efficient means of doing business. You can visit with all the major companies in the industry and conduct a year's worth of business in just three days.

2 Marketplace Mall

The Marketplace Mall features over 300 product suppliers and service companies grouped together in one convenient location so that attendees can quickly and easily learn about the latest innovations to improve their profitability. Whether you are looking for signage, shopping carts, or solutions on how to engage consumers through social media, you can get the information you need at the Marketplace Mall.

3 U.S. MAXI Awards

The U.S. Shopping Center MAXI Awards, ICSC's marketing awards program, has been added to RECon in 2014! This exciting change will open the door for marketing professionals within the retail real estate industry to showcase their endeavors at RECon. The U.S. MAXI Awards honor innovative events, programs and technology that are vital to shopping center success.



4 Cities of the World Pavilion

The Cities of the World Pavilion will feature cities and municipalities as well as government and non-profit organizations that are looking to attract retail real estate development to communities throughout the world. Attendees can learn about all the incentives, inducements and development opportunities that exist in communities near and far.

5 Finance Pavilion

The Finance Pavilion is one convenient stop for attendees to meet with financial companies, banks and lenders to discuss incentives and financing opportunities that will make their development dreams come true.

6 Design Trends Exhibit

Today's dreams and tomorrow's realities are featured at the Design Trends Exhibit as shopping center owners, developers, architects and designers display their vision and latest concepts. Prominently located in high traffic areas throughout the Convention Center, a Design Trends Exhibit is an ideal way to expand your presence and drive traffic to your Leasing Mall exhibit.

7 Educational Focus

You spoke, we listened! New for 2014, educational content will be based on five major areas of focus: Retail, Leasing, Marketing, Capital Markets and Public/Private Partnerships.

8 ICSC Foundation Gala Dinner

Kick off RECon at the ICSC Foundation Gala Dinner. A who's who of retail real estate, this is your best opportunity to give back while entertaining your clientele at the highest level networking event. Join us at this private engagement for a night of laughs and networking with the comedy of Howie Mandel.

9 Continuing Education Credits

Don't miss out on RECon Academy providing in-depth educational classes on industry concepts. Attendees receive credit toward their ICSC continuing education.

A preview of RECon 2014 exhibitors & attendees.*

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

RETAILER EXHIBITORS & ATTENDEES

7-Eleven, Inc.
99¢ Only Stores
Abercrombie & Fitch
Ace Hardware Corp.
Advance Auto Parts
Aeropostale
Ahold USA
Alco Stores, Inc.
Alex and Ani
AM Retail Group, Inc.
American Eagle Outfitters
American Multi-Cinema
(AMC Realty, Inc.)
ANN INC.
Apple Inc.
Arby's Restaurant Group
ARCO Ampm TESORO
Arhaus Furniture
Aritzia
Art Van Furniture, Inc.
Ascena Retail Group
Ashland/Valvoline
Ashley Furniture HomeStores
AT&T Mobility
Auntie Anne's Inc.
AutoZone, Inc.
Balke Brown Transwestern
Bass Pro Shops
Bed Bath & Beyond Inc.
Belk, Inc.
Ben Bridge Jeweler, Inc.
Better World Books
Beverages & More!
Big 5 Sporting Goods
Big Lots
BJ's Restaurant & Brewhouse
Bloomin' Brands, Inc.
Bob Evans Farms Inc.
The Body Shop
Bojangles' Restaurants
The Bon-Ton Stores, Inc.
Bravo/Brio Restaurant Group
The Briad Group/Cups Frozen
Yogurt
Bridgestone Retail Operations,
LLC
Brinker International
Brooks Brothers Group, Inc.
Brown Shoe Company
Brunswick Bowling and Billiards
Buffalo Wild Wings, Inc.
Burger King Corporation
BurgerFi International
Burlington Coat
Cache Inc.

Calendar Holdings LLC
Carlson Restaurants
Carlson Rezidor Hotel Group
Cash America International
Cash Store/Cottonwood Financial
Casual Male Retail Group, Inc.
The Cato Corporation
Cato Fashions
CEC Entertainment
The Chambers Group
Cheddar's Casual Cafes
Cherry Hill Photo Enterprises, Inc.
Chick-fil-A, Inc.
Chico's FAS, Inc.
Children of America
Chipotle Mexican Grill
Christian Brothers Automotive
Corp.
Churromania International
Holding LLC
Chuy's Opco, Inc.
CKE Restaurants Inc.
Cobb Theatres III, LLC
Color Inc., dba The Destination
Stores
Conn's Inc.
Consolidated Restaurant
Operations, Inc.
The Container Store
Corner Bakery Café
Crate & Barrel
Culver's
CVS/Pharmacy
Dairy Queen
Darden
Dave and Buster's, Inc.
DEB Shops, Inc.
Del Taco, LLC
Denny's Inc.
Dessange Int'l Inc. Representing
Hair Salons, Fantastic Sams,
Camille Albane Paris & Dessange
Paris
Destination Maternity Corp.
Dick's Sporting Goods
Dillard's, Inc.
Dine Equity
Dollar General Corporation
Dollar Tree Stores, Inc.
Donna Karan
DSW Inc.
Dunham's Athleisure Corp.
Dunkin' Brands Inc.
DXL Group, Inc.
Earl of Sandwich
Earth Fare
Essential Brands, Inc.
The Estee Lauder Companies Inc.
Fallas Stores
Family Dollar Stores Inc.
Famous Footwear
Famous Wok, Inc.

Fantastic Sams Hair Salons
Fazoli's Restaurants
Ferragamo USA, Inc.
Firehouse Restaurant Group, Inc.
Fitness International, LLC
Five Guys
FlowRider, Inc.
Focus Brands
Foot Locker Inc.
Fossil
The Fresh Market
FSC Franchise Co. LLC
Gabriel Brothers Inc.
GameStop, Inc.
Gap Inc.
Garden Ridge Corp.
General Nutrition Corp.
Genesco Inc.
Genghis Grill Franchise Concepts,
LP
Gold Toe Stores, Inc.
Goodwill of Central Arizona
Gosh Enterprises Inc.
Great Clips Inc.
Great Wraps, Inc.
Grocery Outlet Inc.
Group USA Inc./Camille La Vie
Guess? Inc.
H&M
Hallmark Cards
Halloween Express, LLC
Hanesbrands, Inc.
Harbor Freight Tools
Harry & Davis
Heartland Dental Care, LLC
HEB Grocery Company
Helzberg Diamonds
Hibbett Sporting Goods, Inc.
Hobby Lobby Stores, Inc.
Holiday Companies
The Home Depot Inc.
Hooters of America, Inc.
Hudson's Bay Company
Hungry Howie's Inc.
Ignite Restaurant Group
In-N-Out Burger
IPIC Entertainment
Jack In The Box
Jamba Juice Company
JC Penney
Jersey Mike's Franchise Systems
Jimmy John's Gourmet
Sandwiches
Jo-Ann Stores, Inc.
Johnny Rockets
The Joint
JoS. A. Bank Clothiers, Inc.
Justice
Knowledge Universe – U.S.
Kohl's Department Stores, Inc.
Krispy Kreme Doughnut Corp.

The Kroger Co.
The Krystal Company
Kwik Trip
L Tran Enterprises
LA Fitness
Lane Bryant, Inc.
Le Duff America, Inc.
The Learning Experience
Life Time Fitness
LifeWay Christian Stores
Limited Brands
Little Caesar Enterprises, Inc.
Logans Roadhouse Restaurants
Lowe's Companies, Inc.
Lulelmon Athletica Inc.
Luxottica Retail
Macy's, Inc.
Mattress Firm
Maurices Inc.
McDonald's Corporation
Melrose Family Fashions
The Men's Wearhouse
Menchie's Group, Inc.
Metropolitan Theatres Corp.
Michaels Stores Inc.
Miller's Ale House
Modell's Sporting Goods
Movie Tavern
MPA Inc.
National Amusements, Inc.
Nautica Retail USA
Nebraska Furniture Mart
New Balance Athletic Shoes
New-Cell Inc. dba Cellcom
Nickels and Dimes Inc.
Noodles & Company
Nordstrom, Inc.
Office Depot
Orange Leaf Frozen Yogurt
Organic Avenue
Orvis
Panda Restaurant Group, Inc.
Pandora
Panera Bread
Papa Murphy's International
Party City Retail Group
Payless ShoeSource
The Pep Boys
Perfumania, Inc.
Perry Ellis International
Pet Supplies Plus
Pet Valu Canada, Inc.
Petco Inc.
PF Chang's/Pei Wie
Pinch A Penny, Inc.
Pita Pit
Planet Fitness Corporate
Pollo Tropical
Popeyes Louisiana Kitchen
Potbelly Sandwich Works

PPG Architectural Finishes, Inc.
Primrose Schools
Publix Super Markets, Inc.
PVH Corp.
Qdoba Restaurant Corp.
QuikTrip Corporation
Quizno's
Ralph's Grocery Company
Ratner Companies
Red Wing Shoe Company, Inc.
Regis Corporation
REI
Rent-A-Center
Rita's Franchise Company
Rite Aid Corporation
Rogers Enterprises, Inc.
Rooms To Go, Inc.
Ross Stores, Inc.
Safeway Inc.
Sally Beauty Holdings, Inc.
Salon Lofts
Salsarita's Fresh Cantina
Samsonite
Save-A-Lot Food Stores
Sephora USA, Inc.
The Sherwin-Williams Company
Shoe Carnival, Inc.
Shoe Show, Inc.
Simply Fashion Stores, Ltd.
Skechers U.S.A.
Sleepy's The Mattress
Professionals
Smart & Final Stores Corp.
Smashburger
Smile Brands Inc.
Sonic Industries
Speed Queen
Spencer Gifts LLC
Spirit Halloween Superstores
Sport Chalet Inc.
Sport Clips, Inc.
Sprint
Sprouts Farmers Market
Staples, Inc.
Starbucks Coffee Company
Sterling Jewelers Inc.
Stewart & Perry
Street Talk
Subway Real Estate Corp.
Sullivan Tire Co. Inc.
T-Mobile
Taco Bell
Taco Cabana Inc.
Target Corp.
Tervis Tumbler
Theisen Vending Company
Tide Dry Cleaners
Title Boxing Club
The TJX Companies, Inc.
Tommy Hilfiger
Toys R Us, Inc.

Tractor Supply Company
True Religion Brand Jeans
Tuesday Morning Inc.
The UPS Store
U.S. Cellular
U.S. Polo Association
ULTA Beauty
Uncle Julio's
Uno Restaurants LLC
Value Place LLC
Variety Wholesalers
Verizon Wireless
Verizon Wireless Retailer, Cellular
Sales
Von Maur, Inc.
VPC Pizza Management dba
Giordanos Pizza
Wakefern Food Corp.
Walgreens Co.
Walmart Stores, Inc.
The Walt Disney Company
Wawa Inc.
The Wendy's Company
Willis Ventures
WinCo Foods, Inc.
Wingstop Restaurants, Inc.
Winners Merchants Inc.
Yogurtland Franchising Inc.
Yum! Brands, Inc.
Zoes Kitchen USA LLC
Zumiez, Inc.

LEASING MALL EXHIBITORS

A&G Realty Partners, LLC
A10 Capital, LLC
Abbell Associates
Acadia Realty Trust
Ackman-Ziff Real Estate Group
Active International, Inc.
Agora Realty & Management
Agree Realty Corporation
AIRMALL USA, Inc.
Alberta Development Partners,
LLC
Altus Group
American Commercial Finance
and American Real Estate
American Realty Capital
AmREIT
Amsource Development Inc.
Anding Realty
ARC Properties, Inc.
Aries Capital, LLC
Arizona Partners
Armstrong Development
Properties, Inc.
Army & Air Force Exchange
Service
Aronov Realty Management
Ashkenazy Acquisition Corp.

*AS OF 1/6/14

Ashley Company	City of Auburn	Design International	Garrard Development Services	Jim Wilson and Associates, LLC	Merrill Companies, LLC
Associated Bank	City of Center Point	Deutsche Asset & Wealth Management	Gart Properties	Joint Economic & Community Development Board of Wilson County, TN	Mesa West Capital
Athena Property Management	City of Chino	Developers of Outlet Centers & Retailers (DOC&R)	Gator Investments	Jones Lang LaSalle	MetroNational Corp.
Auction.com	City of Conroe	Developers Realty	GBT Realty Corporation	Jordon Perlmutter & Co.	Mexico Retail Properties
Avison Young	City of Costa Mesa	Development Design Group Inc.	GDC/RE	Kabat Real Estate Solutions	Meyer C. Weiner Co.
AWE Talisman	City of DeKalb	Devonshire REIT	GE Capital, Franchise Finance	Kahn Development Company	The MGHerring Group Inc.
B.C. Wood Properties	City of Fontana	Dexter Laundry, Inc.	Geenen DeKock Properties	Katz & Associates Corp.	Midland Atlantic
B.H. Properties, LLC	City of Forney	DFW Marketing Team	Gemini Real Estate Advisors, LLC	Kennedy Funding	Midway Companies
Baltimore Development Corp.	City of Garden Grove	Dial Companies	Genesis Real Estate Advisors, LLC	KeyBank Real Estate Capital	Milestone Associates
Basser-Kaufman	City of La Vergne, TN	The DiMarco Group LLC	General Growth Properties, Inc.	KeyPoint Partners, LLC	Miller Capital Advisory, Inc.
Bayer Properties, LLC	City of La Vista	DJM Capital Partners, Inc.	Gibraltar Management Co., Inc.	Keystone Commercial Real Estate	Mimco
Beck Property Company, Inc.	City of Liberty	DJM Real Estate, a Gordon Brothers Group Company	GK Development Inc.	KGI Properties	Minnesota Landlords
The Bellevue Collection	City of Lynwood	DKMallon	Glimcher	Kidder Mathews	Mission Capital Advisors, LLC
Ben Carter Enterprises	City of McAllen	DLC Management Corporation	Goldberg Properties, Inc.	Kiemi and Hagood Company	Mississippi Power Company
Benbrooke Realty Investment Company	City of Menifee	Dodge City/Ford County Development	Goodale and Barbieri Company	Kimco Realty Corporation	Moonbeam Capital Investments LLC
Benderson Development Company, LLC	City of Mentor	Donahue Schriber	Goodman Real Estate Services Group LLC	Kin Properties	Myron M. Hunt, Inc.
Bennett Williams Realty, Inc./Real Services, Inc./Metropolitan Capital Advisors	City of Murrieta	Downtown Surrey Business Improvement Association	Graco Real Estate Development, Inc.	Kitchell Development Co.	N3 Real Estate
Berkadia	City of Ontario	DRA Advisors, LLC	Graham Corporation	Kite Realty Group	NAI Black
Best Western International	City of Orange	East Montgomery County Improvement District	Grant & Lewis	KLNB Retail	NAI Global
Bialow Real Estate	City of Orlando	Eastern Retail Properties	Grant County (EDC)	Konover South	Nassimi Realty LLC
Biltmore Property Group, LLC	City of Pittsburgh	Eastern Union Funding	Greater Killeen Chamber of Commerce	Kornwasser Shopping Center Properties	National Association of Realtors – Commercial Division
Bond Companies	City of Richland	ECHO Real Estate Services Company	Greenberg Gibbons	Kossman Development Company	National Realty and Development Corp.
Boos Development Group Inc.	City of Sacramento	Economic Development Corporation of Utah	Gumberg Asset Management Corp.	The Krausz Companies, Inc.	National Retail Properties
The Boulder Group	Clarksville-Montgomery County Economic Development Council	EDENS	Hadler Realty Co.	KW Commercial	Natixis Real Estate Capital LLC
Boxer Retail	CNL Commercial Real Estate	EDGE Realty Partners	Hall Equities Group	Ladder Capital Finance, LLC	NES Financial
Breslin Realty Development Corp.	Coast Realty Associates	Edgewood Properties	Halpern Enterprises, Inc.	Lamar Companies	Net Lease Alliance, LLC
Bright Realty	Cocca Development, Ltd.	Electricities of N.C., Inc.	Hamburg Place	LandQwest Commercial, LLC	New England Development
Brixmor	Codding Enterprises	ElmTree Funds	Hanley Investment Group	Laundrylux	Newmark Grubb Knight Frank
The Broadbent Company	Coldwell Banker Commercial Affiliates, Inc.	Embree Asset Group Inc.	The Harlem Irving Companies, Inc.	Lee & Associates	NewMark Merrill Companies
Brookfield Properties Ltd.	Cole Real Estate Investments	Endeavor Real Estate Group	Hawkins Companies	The Legaspi Company Marketing/Realty Services	Newport on the Levee
The Brookhill Group	Collett	Equity Inc.	Hekemian and Co., Inc.	Lennar Commercial Investors	NewQuest Properties
Bucksbaum Retail Properties, LLC	Colliers International	Equity One, Inc.	Hendon Properties, LLC	Levin Management Corp.	Next Realty, LLC
Butler Enterprises	Colliers International Urban Retail Group	Evergreen	Hendricks Commercial Properties, LLC./Comply 365	Lewis Retail Centers	North American Properties
BVT Equity Holdings, Inc.	Combined Properties Inc.	Excel Trust	Highwoods Properties	Lighthouse Commercial Mortgage	Northgate Associates
C.J. Segerstrom & Sons	ComVest Properties, LLC	Excess Space Retail Services, Inc.	Hilco Real Estate LLC	Lincoln Property Company	NorthPark Center
The Cafaro Company	Constructora Planigrupo, S. A.	EZCORP, Inc.	Hill Partners, Inc.	Linear Retail Properties	Northwest Atlantic
Calkain Companies	Continental Properties Co., Inc.	Fairmount Properties	Hilton Worldwide, Inc.	Little Elm EDC	Northwest Independent Mall Group
Cameron Group LLC	Continental Real Estate Companies/CREC	Faris Lee Investments	HKS Management LLC	LMS Commercial Real Estate	Northwood Investors
Capital Pacific	Continental Real Estate Companies	Federal Realty Investment Trust	Hogan Real Estate	Long Distance Management	Oak Ridge Chamber of Commerce
Capview Partners LLC	Copaken Brooks, LLC	The Feil Organization	Horizon Group Properties, Inc.	The Longview Chamber of Commerce	Oberfeld Snowcap Inc.
Carlsbad Department of Development	COR Development Company	The Ferber Company, Inc.	Horne Properties, Inc.	Lormax Stern Development Corp.	Oklahoma City Chamber of Commerce
Carphonato Group	The Cordish Companies	The Festival Companies	Howard Group	Madison Commercial Real Estate Services	OliverMcMillan
Caruso Affiliated	Core Property Capital, LLC	FFO Real Estate Advisors	Howard Hughes Corporation	Madison Marquette	Olshan Properties, formerly MPI
Casandra Properties, Inc.	Cornerstone Capital Corporation	Fidelis Realty Partners	Hughes Commercial Properties Inc.	Malachite Group, Ltd.	O'Neill Properties Group
Cassidy Turley	County of San Bernardino	First Allied Corporation	Hurst Euleess Bedford Economic Development Foundation	Marcus & Millichap	Opportunity High Desert
Casto	Courtelis Company	First Hartford Realty Corporation	Hutensky Capital Partners	Market Land Company	Orion Investment Real Estate
CBL & Associates Properties, Inc.	Covington Realty Partners	First Interstate Properties Ltd.	The Hutton Company	The Marketplace Concept	Oxford Properties Group
CBRE	CPEX Real Estate	First Washington Realty, Inc.	Icon International	Marriott International, Inc.	PacificRealty Partners
CCIM Institute	Craig Realty Group	First Western Properties Chicago	IDS Real Estate Group	Matanky Realty Group	Palmer Capital Inc.
Cedar Realty Trust	Crosbie Real Estate Group, LLC	Flocke & Avoyer Commercial Real Estate	Initiatives Prince George	Mattiace Properties, Inc.	Paragon Outlet Partners
The Cedarwood Companies	Crossman & Company	Forbes Company	The Inland Real Estate Group of Companies, Inc.	Maverick Capital Partners	Paran Management Co.
Centennial American Properties, LLC	Crosspoint Realty Services Inc.	Forest City Enterprises	InSite Real Estate, LLC	McArthurGlen UK Ltd	Passco Companies, LLC
CenterCal Properties, LLC	Crown Retail Services	Fortus Property Group	Intercontinental Hotels Group	McCaffery Interests	Paster Enterprises
Century 21 Real Estate, LLC	CTL Capital	Foursquare Properties, Inc.	Irvine Company	The McDevitt Company	The Pederson Group, Inc.
ChainLinks Retail Advisors, Inc.	Cullinan Properties LTD	Franklin Street	Ivanhoe Cambridge Inc.	McDougal Companies	Pegasus Retail
Charles Company	Cushman and Wakefield, Inc.	G.J. Grewe, Inc.	J. Herzog and Sons, Inc.	MD Management	The Peterson Companies
Chase	David Cronheim Mortgage Corp.	GA Keen Realty Advisors	Jacobs Enterprises, Inc.	Meissner Jacquet Investment Management Services	Philips International
Chase Properties Ltd.	De Rito Partners, Inc.		Jamestown	Menin Development Inc.	Phillips Edison & Company
Choose DuPage	DeBartolo Property Group, LLC		JBG Rosenfeld Retail Properties	Meridian Capital Group, LLC	Pine Tree Commercial Realty
CIM Group, Inc.	Decron Properties Corporation		Jeffrey R. Anderson Real Estate, Inc.	Merlone Geier Management Inc.	Plaza Associates, Inc.
City of Albertville	Defease with Ease				Plaza Las Americas, Inc.
	The DESCO Group				Plaza Properties, Inc.

Poag and McEwen Lifestyle Centers, LLC
Pohl Brown & Associates, Inc.
The Pollard Group Ltd.
Ponca City Development Authority
Potomac Development Group
PREIT
Prestige Properties & Development Co., Inc.
Prime Finance
Primestor Development, Inc.
Prince George's County Economic Development Corporation
The PRISM Company, Inc.
The Providence Group of the Carolinas, LLC
Pyramid Management Group
Quantum Companies
Quine & Associates, Inc.
Ramco-Gershenson
The Rappaport Companies
RARE Connection
RCG Ventures LLC
RD Management LLC
Read King
Realm Realty Company
Realty Income Corporation
Realty Resources, Inc.
RealtyLink
Reata Real Estate Services, LP
RED Development
RED Legacy LLC
Red Mountain Retail Group, Inc.
Redlands RE Holdings LLC
RedMark Realty, LLC/Windsor Companies
The Redmond Company
Regency Centers
Regency Properties
Regis Corporation
Related Companies
Reliable Properties
Retail Brokers Network
The Retail Connection
Retail Leasing Calls
Retail Opportunity Investments Corp.
Retail Planning Corporation
Retail Properties of America, Inc.
Retail Solutions
Retail Specialists, Inc.
Revere Capital
REZA Investment Group
Rhino Realty Group, Inc.
The Richard E Jacobs Group
RioCan Real Estate Investment Trust
Ripco Real Estate Corp.
Rivercrest Realty Investors
Riverside County EDA
RJL Real Estate Consultants
RKf
Robert B. Aikens and Associates, LLC
Rockstep Capital
Rosenshein Associates
Rosenthal Properties, LLC
Rouse Properties

Royal Seal Development, Inc.
Rutherford County Tennessee, Chamber of Commerce
S.L. Nusbaum Realty Co.
Samuels and Associates
San Gabriel Valley Economic Partnership
Sansone Group
Saul Centers, Inc.
Schlosser Development
Schostak Brothers and Co., Inc.
SDI Realty
Sears Holdings Corporation
Select Chicago Southland
Select Strategies Realty
Selig Enterprises, Inc.
The Sembler Company
Seritage Realty Trust
Shea Properties
Sierra
Silver Arch Capital Partners, LLC
Site Source Retail Networks
Skillen
Slawson Commercial Development Company
Sperry Van Ness
Spinoso Real Estate Group
Springstead and Associates
SRS Real Estate Partners
The Staenberg Group
Stan Johnson Company
Stanbery Development, LLC
Stark Enterprises
Starwood Hotels & Resorts
Starwood Retail Partners
Steadfast Inc.
Steiner + Associates, Inc.
Stirling Properties
Stoltz Management
Strategic Development Advisors
Sundance Square
SZTIC Commercial Property Co. Ltd.
Takenaka Corporation
Tanger Factory Outlet Centers, Inc.
Taubman Centers
TCN Worldwide
Team California
Tech-R&DS Co., Ltd.
Terramar Retail Centers
Terranova Corporation
Terrell Economic Development Corporation
Thomas
Thor Equities LLC
Tivoli Village At Queensridge
TKO/Real Estate Advisory Group, Inc.
Town of Erie, Colorado
Trademark Property Company
Transwestern
Tremont Realty Capital
Tri-Land Properties, Inc.
Trinity Realty Group
Triple Five Group of Companies
Tucker Development Corp.
Twin Rivers Capital, LLC

UC Funding LLC
UCR
United Trust Fund
Urban Retail Properties, LLC
Ursstadt Biddle Properties Inc.
Vanguard-Fine, LLC
The Velmeir Companies
Vestar
Village of Arlington Heights
Village of Hoffman Estates
Village of Matteson
Village of New Lenox
Village of Orland Park
Village of Park Forest
Vintage Real Estate, LLC
Vista Equities Group
Vornado Realty Trust
W Financial Fund
W.M. Grace Development Co.
Walton Group of Companies
Wanda Group
The WAS Group
Washington D.C. Economic Partnership
Washington Real Estate Investment Trust
Weingarten Realty Investors
The Weitzman Group
Welco Realty, Inc.
Wells Fargo
Western Retail Advisors
Westland Real Estate Group
Westwood Financial Corp.
Wharton Realty Group Inc.
Wheeler Real Estate Investment Trust
White-Leasure Development Company
Widewaters
Wilder Companies
Williams Jackson Ewing, Inc.
Wilmore Management Group
Wilson & Franco
Winick Realty Group, LLC
The Wolcott Group LLC
The Woodmont Company
The Woolbright Development, Inc.
WP Realty, Inc.
WS Development Associates LLC
Wulfe and Co.
Wyndham Hotel
X-Team
Zaremba Group, LLC

MARKETPLACE MALL EXHIBITORS

2-D As-Built Floorplans
A.C.I. Commercial Roofers LLC
ABM
Access Fixtures
Ad Art Sign Company
Advanced Pavement Technology
Alliant Insurance Services
Alteryx
American Wave Machines
Amerlux

APOC
Appraisal Institute
Avian Flyaway, Inc.
Beecher Carlson
BELDON Technologies
Bellcomb Technologies
BHL Services, Inc.
Bock & Clark
Bomel Construction Co., Inc.
Boulder Creek Stone
Buxton
BuyLEDs.com
Calico Building Services
Chief Buildings
Commercial Observer
Compaction Technologies, Inc.
CPI Daylighting, Inc.
Daktronics
Directory of Major Malls/ ShoppingCenters.com
DuMor Inc.
Duro-Last Roofing, Inc.
Dynamic Closures Corporation
Electric Time Company Inc.
Environics Analytics
ESRI
Ewing Irrigation
FacilityConnect
Forum Analytics
GbBIS, an Intelligent Direct, Inc. Company
Global Lighting Perspectives
GreenEarth Cleaning
HUB International Limited
HUB Parking Technology
ID Plans Corp.
Intalytics, Inc.
Intelligent Direct, Inc.
International Franchise Association
International Play Company
John Meyer Consulting, PC
KAI Total Pavement Management
Keystone Ridge Designs, Inc.
Kleinfelder
Langan Engineering & Environmental Services
LiveRoof, LLC
LSI Industries Inc.
Madrax/Thomas Steele
Maglin Site Furniture
MRI Software
MSB, Inc. General Contractors
Nana Wall Systems Inc.
National Construction Rentals
National Ready Mixed Concrete Association (NRMCA)
Nielsen
OASE
One Call Now
ParkHelp USA, Inc.
Parkway Construction & Associates L.P.
The Paul J. Ford and Company
Petersen Aluminum Corporation
PLAYTIME, LLC
Poligon by PorterCorp

Protect-All Flooring
Quantitative Analysis, Inc.
Randolph Rose Collection
RE-Cycle Technologies
Real Capital Analytics
Real Estate Financial Modeling
Realogic Analytics, Inc.
ReOptix
Retail Lease Trac
ROIC analytics
Roofingprojects.com
Roux Associates, Inc.
Royalty Roofing
SecureView, LLC
Shopping Center Business Magazine
Site-Check Research Group
Sites USA
SMI
Solarworld
Southwest Progressive Enterprises
Speak Creative
StormTech, Inc.

StormTrap
Synergos Technologies
Systemates, Inc.
Tango Analytics, LLC
Tensor International Corp.
Terra Petra
Tetrad Computer Applications, Inc.
Trade Area Systems, Inc.
U.S. Lawns
U.S. Surveyor, Inc.
U.S. Thrill Rides, LLC
Upbeat Site Furnishing
Venue Arts
Victor Stanley
Victory Sign Industries Inc.
Visionaire Lighting
Waltzing Waters, Inc.
Weathermatic
Western Colloid Inc.
WLS Lighting Systems
Xtreme Green Products Inc.
Yardi Systems, Inc.
Zurich

ICSC GLOBAL PARTNER



ICSC NORTH AMERICAN PARTNERS





REcon PROGRAM 2014

Saturday, May 17

12:00 noon – 6:00 pm

Registration

Sunday, May 18

7:00 – 10:00 am

Volunteer Leadership Orientation

ICSC VOLUNTEER
LEADERSHIP

(By invitation only)

8:00 am – 5:00 pm

Registration

9:00 – 10:00 am

Global Leadership Summit

(By invitation only)

10:00 – 11:30 am

Volunteer Appreciation Brunch

ICSC VOLUNTEER
LEADERSHIP

(By invitation only)



10:00 am – 5:00 pm



Marketplace Mall

10:30 am – 12:00 noon



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Essential Restaurant Fundamentals and Leasing Strategies for Property Managers and Leasing Professionals

This session will explain the strategies which every retail real estate professional in asset management, property management and leasing should know in order to structure a successful restaurant deal. Whether in-line, out-parcel, regional mall, lifestyle center or strip/power-located, restaurants are an essential component of the vitality of the shopping center fiber. Topics will include: developing a strategic and tactical process that helps property managers make better tenant improvements and leasing decisions; examining and evaluating restaurant tenant lease terms and profitability statements; establishing key operational and performance tracking metrics; analyzing sales potential relative to occupancy costs; and understanding essential restaurant principles and operational cost percentages.

SPEAKER:



Mike D'Amico
Senior Restaurant Consultant
The Lamy Group, Ltd.
Mandeville, LA

12:00 noon – 5:00 pm

Leasing Mall

1:00 – 2:00 pm

Coca-Cola Hosts “To Spend or Not to Spend”

A look at The Coca-Cola Company's outlook on the consumer and how they, and their purchasing habits, are changing over time. Learn from the industry expert on how one of the world's top brands sees the future and the steps they are taking to ensure that their retail organization is positioned for success. Find out how Coca-Cola's marketing strategy is directly related to their business objectives, brands, and to building winning relationships with their customers.

At the heart of their strategy is a firm belief that in a world of evolving choices on where to spend their money, brands and organizations that best anticipate the needs and preferences of a fast evolving customer base will be the retail winners when the “spend or not to spend” decision is made. Herrera-Cuellar will share numerous case studies of how Coca-Cola is leveraging technology to more effectively meet the needs of today's ever changing consumer.

SPEAKER:



Carlos Herrera-Cuellar
Chief Economist
The Coca-Cola Company

2:00 – 3:00 pm

The New Math: 1 + 1 = 3: Leveraging the Omni-Channel Shopper

Retailers have discovered that a bricks-and-mortar shopper who is also an online shopper is a very profitable shopper – that sales productivity doesn't just double, but triples...and in some cases, goes to an even higher multiple.

This panel session will explore how shopping centers can best work with retailers in an online + in-center partnership to drive traffic and sales. Panelists will discuss new technologies, such as geo-fencing and "push" marketing, designed to keep the in-store shopping experience fresh and compelling. Omni-channel messaging and purchasing channels, complimentary WiFi access, same-day delivery trends, new interactive shop concepts, mobile messaging, curating/following and more will be addressed in this informative session.

MODERATOR:



David D. Lobaugh
President
August Partners, Inc.
Marietta, GA

2:00 – 3:30 pm



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Retail Property Redevelopment – Leading the Way in 2014

This session will address the challenges and opportunities in redeveloping and repositioning existing retail properties. A panel of experienced retail industry executives will review recent successes and failures with a view toward lessons learned. Specific topics to be addressed include the development of a strategic vision for the subject property, the necessity for government sponsorship and support, value enhancement through partial or complete demolition, construction challenges and the supremacy of co-tenancy. The session will include a series of opportunities to question the panel and for panel discussion.

SPEAKERS:



Ken Bleakly
Founder & President
Bleakly Advisory Group
Atlanta, GA



John Gibson
Managing Director
GreenArch Capital
Augusta, GA



Tommy Miller
Development Partner
Trademark
Fort Worth, TX

2:00 – 4:00 pm



CLS Global Certification Review

Separate registration required at www.icsc.org/2014TRL.

Ideal for leasing professionals employed as representatives or agents of an owner and/or retail tenant, as well as corporate leasing executives who oversee the leasing function for multiple centers, ICSC Certified Leasing Specialists (CLS) have specialized expertise in leasing negotiation, licenses, contract administration, specialty leasing, trade area analysis, merchandise mix, tenant prospecting, financing and retailing. Convenient and practical, this 2-hour review course is designed to familiarize CLS candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CLS exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.



3:00 – 4:00 pm

ICSC Office of Global Public Policy Presents: Tax Reform and Retail Real Estate – What Does the Future Hold?

The panel oriented session will discuss how efforts to reform the U.S. federal tax code will impact the shopping center industry with invited Members of Congress who sit on the tax writing committees that will be deciding these important issues. Providing an update from last year's panel on this topic, the ICSC Office of Global Public Policy hopes you will come and learn more about how the political dynamics will influence the timing and content of policy discussions, the potential impact of tax reform on your business and share your perspective on this very important topic.

3:00 – 4:00 pm

Shopper Traffic Mapping Through Mobile Technology – Smart Business or Privacy Nightmare?

Shopping center developers, operators and retailers have been flocking to new mobile technologies that allow them to map customer movement through their shopping centers and stores. The mapping data gathered by these systems promises to provide valuable information to better inform decision making in marketing, operations, leasing and development. Is the gain worth the pain of entering the heated data privacy debate? Can the technology really improve shopper loyalty, marketing efficiency and customer satisfaction? How can the information the systems provide enhance NOI? Our panel of shopping center innovators, mobile mapping data providers and digital privacy experts will illuminate the current state of this new business and provide insight into how it will evolve.

MODERATOR:



Alan McKeon
President
Alexander Babbage
Atlanta, GA

PANELISTS:



Cyrus Gilbert-Rolfe
Vice President
Path Intelligence
Portsmouth, UK



Jules Polonetsky
Executive Director
Co-Chair
The Future of Privacy Forum
New York, NY



William Ross
Executive Vice President,
Asset Management
Forest City Enterprises
Cleveland, OH



A. Adam Wilson
Chief Marketing Officer
Euclid Analytics
San Francisco, CA

4:00 – 4:15 pm

2014 VIVA “Best-of-the-Best” Awards Presentation



ICSC's annual VIVA “Best-of-the-Best” Awards honors and recognizes the most outstanding examples of shopping center marketing, design and development, sustainability and community service worldwide.



RECon 2013 was a great show for us. Thanks to the fact that everyone in the industry attends RECon, combined with a lot of prep work on our part to set up meetings in advance, we were busy with high quality prospects the entire time. In fact, we decided to double the size of our booth for next year. The bottom line is that RECon is THE show for us.



Joe Rando, President, Trade Area Systems

4:15 – 5:00 pm

Opening Session

Biz Stone has been named Nerd of the Year by *GQ*, one of the Most Influential People in The World by *TIME* magazine, Entrepreneur of the Decade by *Inc. Magazine*, one of *Vanity Fair's* Top Ten Most Influential People of the Information Age, and was honored with the International Center for Journalists' Innovation Award. Biz is best known for developing collaborative systems freely accessed by hundreds of millions of people worldwide.

As a progenitor of early social media, Biz became an Internet entrepreneur in 1999 and went on to work at Google. Later, he co-invented and co-founded Twitter. After stepping away from his day-to-day role at Twitter Inc., Biz helped incubate Medium, a new, web-based publishing platform. In April of 2013, Biz announced his latest startup, Jelly. An adamant believer that when we help others, we also help ourselves, Biz supports a new way of doing business with a higher level of ambition, and a better, more altruistic way to measure success.

SPEAKER:



Biz Stone
Co-Founder
Twitter

5:30 – 7:00 pm

Fortune Tellers Gathering and Researcher Award Ceremony

Encore Hotel

Open to all with an interest in industry research.

**Open Some Happiness at RECon!**

Think the #iTechLounge was sooooo 2013? So did we! Therefore, much like digital platforms and strategies themselves, we too are evolving rapidly. For 2014 we partnered with Coca-Cola to bring some happiness (and knowledge!) to RECon. The ICSC Coca-Cola **Happiness Lounge** is where digital, mobile and social platforms will be transformed into unified online marketing strategies (and where you can be transformed from tired and stressed, to rested and happy!). Stop by 19th Avenue and K Street in the Central Hall for digital, mobile and social crash-courses during "ICSC Tech Talk" sessions, one of Coca-Cola's scheduled **Happiness Breaks**. There will be live interviews with industry leaders, complimentary WiFi or mobile device charging, and plenty of comfortable seating.

So whether you are looking to take the initial plunge into digital platforms, find out the latest trends that will be shaping marketing strategy in the coming months, or for a quick pick-me-up; you'll find it at the all-new **Happiness Lounge** at RECon.

All Leasing Mall badges will have access to the Lounge.





6:00 – 7:30 pm

U.S. MAXI Awards Ceremony and Reception

Encore Hotel



Come and celebrate as ICSC recognizes best practices in retail marketing, new media strategies and NOI enhancement programs. Awards will be given to innovative events and programs that add value to shopping centers and companies across the United States. This event is open to all RECon attendees. Register at www.icsc.org/2014MAXI.

2014 U.S. MAXI CHAIR:



Jane Lisy
Senior Vice President Marketing
Forest City Enterprises
Cleveland, OH

6:00 – 9:30 pm

Foundation Gala Dinner

Encore Hotel



Kick off RECon in style. Join us to have fun, meet with industry leaders, host clients at a first-class dinner and enjoy A-list comedian Howie Mandel. All of this while giving back to the industry that has brought you your success. An additional fee applies. Register online at www.icscfoundation.org/2014GALA or with your RECon registration. Business attire suggested.

HOST:



Howie Mandel
Comedian

ICSC Foundation Premier Sponsors:

FORESTCITY



7:30 – 9:30 pm

Opening Reception

Encore Hotel

Deals and networking don't just happen on the show floor, they happen after hours as well! Be sure to stop by this year's Opening Reception taking place poolside at the Encore Beach Club; Las Vegas' premier club featuring 26 cabanas and 8 bungalows all hosted by RECon sponsors. Mingle with friends and business colleagues while listening to the sounds of DJ Fred, one of Las Vegas's renowned DJs.

Platinum Sponsors:



Gold Sponsors:



Monday, May 19

7:00 am – 5:00 pm

Registration

7:30 – 8:30 am

Global Delegates Breakfast

Join industry leaders and RECon delegates from all over the world for this networking breakfast. Get connected with new business contacts from Europe, Africa, the Middle East, Asia/Pacific and Latin America.

7:30 – 9:00 am

Opening Breakfast



SPEAKER:



Jean Chatzky

Award-Winning Journalist & Best-Selling Author
Financial Editor, NBC's *TODAY*
Contributing Editor, *MORE* magazine
Columnist, *The New York Daily News*

8:00 am – 5:00 pm

Leasing Mall and Marketplace Mall

10:00 – 11:00 am

The X Factor (and Other Global Certifications)



Separate registration required at www.icsc.org/2014MIX13.

Want to be part of an elite group of industry professionals and receive global recognition from your peers, boards and associates? It's time to start thinking about the CSM, CMD, CLS, CDP and the brand new CRX! Take a break from deal making to refresh and explore the ins and outs of how ICSC Professional Certification Programs can take your career to the next level. This is an ideal way to better understand the prerequisites, the process for application, how to prepare, and what the actual certification exams are like. Attendance is complimentary and refreshments are provided.

10:00 am – 12:00 noon

CSM Global Certification Review



Separate registration required at www.icsc.org/2014TRL.

Ideal for center managers as well as corporate management professionals who manage multiple centers, ICSC Certified Shopping Center Managers (CSM) have specialized management expertise in asset management, operations, maintenance, lease negotiations, contract administration, retailing, merchandising, marketing, community relations, financing, risk management, security, human resources and law. Convenient and practical, this 2-hour review course is designed to familiarize CSM candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CSM exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.



10:30 am – 12:00 noon



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Enhancing Property Value through Digital Marketing, Promotions & Partnerships

Lead by the marketing team for Retail Properties of America, Inc., this session will discuss how digital marketing, promotions and partnership strategies enhance the value of your shopping centers. Whether you are taking the first steps in developing your sponsorship strategy, interested in emerging trends, or looking for new way to integrate digital platforms, this topic will have something for everyone.

SPEAKERS:



Tim O'Connell
Assistant Vice President,
Director of Digital Marketing &
Communications
Retail Properties of America, Inc.
Oak Brook, IL



Mara Russiaky
AVP, Marketing Director
Retail Properties of America, Inc.
Oak Brook, IL

11:00 am – 12:00 noon

Concurrent Sessions

1. The Intersection of Global Growth for Retailers: It's Here, There and Everywhere

This fast paced panel composed of corporate executives from some of the global marketplace's top performing retailers and nationally and internationally recognized "Wall Street" experts will explore and highlight the keys to successful penetration and growth in away-from-home-country markets. Among other topics, the panelists will explain the importance to their success of local partners (all real estate is local), maintaining nimbleness and flexibility to seize opportunities and changes as they present themselves (new trends are everywhere), why the pace of global expansion is accelerating (from maturing home markets to improvements in logistics and supply chain management) and for retailers, the ability to outsource production in the global market to which they are expanding their footprint. The world may not be flattening and it may not be shrinking (at least not physically – apologies to the contemporary author and *New York Times* columnist, Thomas L. Friedman), but don't tell that to the market leaders and growth enterprises of our industry. They'll tell you the world is doing both, at least metaphorically.

MODERATOR:



Jeffrey Hugh Newman, ESQ., CRX
Chair of the Real Estate
Department, Senior Partner
Sills Cummis & Gross P.C.
Newark, NJ

PANELISTS:



Peter Sharp
President
Walmart Asia Realty
Causeway Bay, Hong Kong



Dana L. Telsey
Principal
Telsey Advisory Group
New York, NY



David Zoba
ICSC Trustee
SVP Global Real Estate
Gap, Inc.
San Francisco, CA

2. Today's Debt Markets

Come hear these capital market experts who are actively engaged in the retail sector as they explore an array of debt options. From fixed rate senior debt to floating rate bridge debt and everything in between. What lenders look for in the retail sector and how the investor can take advantage of capital providers to maximize returns and realize opportunity. The panel will consist of participants from commercial banking, life insurance, CMBS and private/public fund sectors.

MODERATOR:



Brian Corrigan
Senior Vice President
Capital Markets –
Debt & Equity Finance
CBRE
Newport Beach, CA

PANELISTS:



Michael Beidelman
Senior Investment Professional
Nationwide Insurance
Columbus, OH

Wayne Brandt
Managing Director
Wells Fargo Capital
Los Angeles, CA



Jeffrey Friedman
Principal/Co-Founder
Mesa West Capital
Los Angeles, CA



Jake Roberts
Vice President Capital Markets
Marcus & Millichap Capital Corp.
West Los Angeles, CA



3. Successful Public/Private Partnerships for Retail Development – Economic Developers and the Private Sector Panel Discuss Their Partnerships

This panel representing both the public and private sectors will discuss how their communities have created successful retail developments through partnerships with municipalities, developers and retailers.

CO-MODERATORS:



Jason Claunch
ICSC Texas State Alliance Chair
Principal
Catalyst Commercial
Dallas, TX



Jay Noddle
President
Noddle Companies
Omaha, NE



Cathy O'Connor
President/CEO
The Alliance for Economic
Development of Oklahoma City
Oklahoma City, OK



Gordon J. Sudbeck, CRX, CSM, CMD, CLS
Vice President
Noddle Companies
Omaha, NE



David Prakash
ICSC Canadian Division
Alliance Chair
Residential and Retail
Development
Build TORONTO
Toronto, Canada



Lyneir Richardson
ICSC New Jersey State
Alliance Chair
CEO
Brick City Development
Corporation
Newark, NJ

4. Digital Channels & Today's Shopper: Is Your Digital Marketing Reaching Your Shopper

The ever-changing landscape of digital communication continues to evolve as new social networks become mainstream and shoppers move to new tools to assist them on their path to purchase. So which are the right digital platforms to embrace and what strategies should be adopted for maximum return on your investment?

Social media, mobile media and shopper companion apps all command strong and growing shopper audiences. Knowing which digital channels most effectively influence the buying habits of the ever important Millennial shopper in particular will be critical to future retail success. Hear from a panel of experts who know these digital channels inside and out and can share insights on where the digital trends are headed and what benefits you can expect to gain by employing a marketing strategy that uses these digital tools effectively.

MODERATOR:



John Dee
President
Placewise Media
Denver, CO

PANELIST:



Benjamin Miller
Co-Founder
Fundrise
Washington, DC



5. Tackling Today's Marketing and Leasing Challenges – From the Management Perspective

Marketing and leasing activities in the shopping center environment continue to take new twists and turns. A panel of seasoned asset and property management executives who are CRXs and CPMs will draw from their collective years of in-depth experience providing marketing and leasing oversight and even in-the-trenches direction of both functions often from a unique frame of reference.

Sponsored by the Institute of Real Estate Management (IREM®), this highly interactive session will explore such contemporary hot topics as:

- ▶ Success in Omni-Channel Retailing – What's working and why
- ▶ How to Create a "Socko" Marketing Plan – even on a shoestring budget
- ▶ Fact or Fiction? It always costs less to keep a tenant than to replace one
- ▶ Profitable "Pop-ups" – a look at innovative strategies for success

The session also will allow ample time for questions and answers. So bring your questions and problems...and our panel of experts will be happy to address them.

MODERATOR:



O. Randall (Randy) Woodbury, CPM
2010 President, Institute of Real Estate Management
President
Woodbury Corporation
Salt Lake City, UT

PANELISTS:



Mez R. Birdie, CRX, CPM, CCIM
Director – Retail Services
NAI Global
Orlando, FL



Gregory Carbone, CPM, CCIM
Vice President of Property Operations
EDENS
Bethesda, MD



Yvonne A. Jones, CPM, CCIM
Managing Director,
Asset and Property Management
McCaffery Interests, Inc.
Chicago, IL

12:00 noon – 2:00 pm

Lunch and Keynote Presentation

2:00 – 3:30 pm



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Field Tested Ideas to Make Your Shopping Center More Valuable

Every shopping center owner knows that increasing net operating income creates value. Savvy asset managers understand that value can also be greatly impacted by the property's curb appeal, in-place financing, and the quality of the rent roll and the fine print of key lease terms. This interactive session will offer a framework for increasing your center's worth and an opportunity to ask your questions regarding value whether you are preparing your property for immediate sale or are a long-term holder seeking to create value far into the future.

SPEAKER:



Brad M. Hutensky
ICSC Past Chairman
Principal
Hutensky Capital Partners LLC
Hartford, CT

2:30 – 4:30 pm

CMD Global Certification Review

Separate registration required at www.icsc.org/2014TRL.

Ideal for marketing professionals employed as representatives of an owner or retail tenant, as well as corporate marketing executives who oversee the marketing function for multiple centers, ICSC Certified Marketing Directors (CMD) have specialized expertise in customer relationship management, research and analysis, marketing plan implementation, retailing and sales development, public and community relations, advertising, and media buying. Convenient and practical, this 2-hour review course is designed to familiarize CMD candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CMD exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.

3:00 – 4:00 pm

Concurrent Sessions**1. How to Become a Developer – The Ground Work**

So you think you want to be a shopping center developer and want to learn how to get started? Dealing with bankers, municipalities, tenants and contractors can be an overwhelming and intimidating experience. Attend this interview with ICSC Trustee and developer Gary Rappaport who will discuss the highs and lows of becoming a developer and owner. Gary will share his journey as the founder of the Rappaport Companies that now controls over 13 million square feet as well as discuss his views on how to manage risk, grow a company and what it takes to strike out on your own. Learn from the best and grow your career as a part of this exciting ICSC Next Generation event.

Some questions that the session will seek to answer:

- ▶ What type of developer do you want to be and how developers make money
- ▶ The keys to successful development
- ▶ Managing risk
- ▶ The integrated stages of development
- ▶ How to borrow money

SPEAKER:

Gary Rappaport, CRX, CMD, CSM, CLS, CDP
ICSC Past Chairman
Chief Executive Officer
The Rappaport Companies
McLean, VA



2. Acquiring and Then Revitalizing a Challenged Center

A panel of industry leaders whose companies have recently been involved in the purchase, leasing, financing, or sale of challenged regional centers discuss their long term strategies and plans for revitalizing and returning these assets to their 'glory days'. The discussion will include what long-term financial goals are; how leasing targets can be achieved; how much investment is typically required to refurbish the asset and what a typical return might look like; and whether assets are purchased to hold or to rejuvenate and then sell.

MODERATOR:



Sean Burke
Principal
S.T. Burke Retail Partners
Philadelphia, PA

PANELISTS:



Erik Christopher
David, Hicks & Lampert
Brokerage, LLC
Denver, CO

Edward J. Coury
Vice President and
Director of Leasing
Starwood Retail Partners
Chicago, IL



Timothy J. Joyce
Managing Director
HFF, L.P.
Chicago, IL



Bryan McFarland
Principal
Alberta Development
Partners, LLC
Greenwood Village, CO

3. Equity and the Retail Projects That Attract It

Come listen to these active retail equity providers as they present insights into the equity markets. What the investor needs to know about equity and the projects that attract it. What is equity looking for? What does a typical equity structure look like and what does it cost? Who does the equity provider partner with? As it relates to retail, where is equity headed? You'll walk away with a solid understanding of equity and what it takes to attract it.

MODERATOR:



Chris Casey
Managing Director, Real Estate
Investment Banking
Jones Lang LaSalle
Los Angeles, CA

PANELISTS:



Michael D. Fisk, CFA
Senior Director, Head of South
Region and Regional Mall
Acquisitions
TIAA-CREF
Charlotte, NC



Jim Garvey
International Director, Portfolio
Manager, LaSalle Property Fund
LaSalle Investment Management
Chicago, IL



Tuba Malinowski
Managing Director, Portfolio
Manager Smart Markets Fund
Stockbridge
Atlanta, GA



Richard Pink
Managing Director
Clarion Partners
Los Angeles, CA



4. How to Restart Your Engines

A panel of mayors will discuss how they have led efforts to revitalize and energize their communities by creating partnerships with developers and retailers. This ICSC Alliance Program will showcase mayors representing both large cities and smaller communities to demonstrate how they have been successful in bringing about successful retail projects in their communities.

MODERATOR:



Marty Wieder, AICP
Director, Economic Development
City of Colleyville
Colleyville, TX

PANELISTS:



The Honorable Vincent C. Gray
Mayor
Washington, DC



The Honorable William D. McLeod
Village President
Village of Hoffman Estates, IL



The Honorable Jim Tipple
Mayor
Wausau, WI

5. Outlet Retailing: Past, Present and Future

Outlet centers account for less than 1 percent of total shopping center GLA, yet the sector generates nearly 11 percent of shopper visits and is one of the only retail asset classes to experience explosive growth during the last decade. Since 2006, 39 outlet centers have opened in the U.S., while developers have delivered only one regional mall. This panel of outlet veterans will discuss how the industry has grown and the arc of its future. Topics to be considered include:

- ▶ How brands are balancing multi-channel distribution
- ▶ The emergence of tertiary and urban markets for outlet development
- ▶ The impact of traditional developers into the outlet arena
- ▶ The re-emergence of outlet-market site fights
- ▶ International expansion by both brands and developers
- ▶ New product lines for outlet distribution

MODERATOR:



Linda Humphers
Editor in Chief/Director
Value Retail News
Clearwater, FL

PANELISTS:



Philip Ende
Senior Vice President, Leasing
Premium Outlets®
Simon Property Group
Roseland, NJ



Sharon Haggard
Director, Real Estate
Chico's FAS, Inc.
Norcross, GA



Jeffrey Montang
Vice President, Real Estate
AM Retail Group INC.
Wilsons Leather, Andrew Marc,
Calvin Klein Performance,
El Portal Luggage,
G.H.Bass&CO., Vilebrequin
Minneapolis, MN



Lisa Morrison, CRX, CLS
Senior Vice President of Leasing
Tanger Factory Outlet Centers, Inc.
Greensboro, NC

3:30 – 5:00 pm

Cities of the World Reception

4:00 – 5:00 pm

Concurrent Sessions

1. Retail – Hot Spots

Retailers are continuing to grow their businesses by adding traditional brick and mortar stores. They are in expansion mode again and actively looking for developments around the world in which they can find their customers. With continuing growth of overseas markets, when it comes to new stores, retailers are no longer constrained by political boundaries. This session will take an in-depth look at a group of top performing retailers who operate around the globe and discuss specific retail projects in which they are opening in order to reach their target customers. We will learn the “where and why” of their international expansion program, and how they answer those questions in the various different developed, emerging, and even frontier markets into which they are expanding.



MODERATOR:



Michael Puline, CLS
Senior Vice President – Leasing,
Mid-Atlantic & Southeast
DLC Management Corp.
Atlanta, GA

PANELISTS:



Laura DeSwart, CLS, CSM
Vice President of Leasing &
Property Management
Walmart Asia Realty
Shanghai, China



Lawrence Meyer
CEO
Uniqlo USA
New York, NY



Aracibo Quintana
Senior Director Real Estate
and Construction
Nike, Inc.
Beaverton, OR



Joan Rouras Rodriguez
Director – Global Expansion
Desigual
Barcelona, Spain



Simon Wilcock
CEO
Arabian Centres dba Billy Beez
Riyadh, Saudi Arabia

2. What Department Stores and Big Box Retailers are Doing to Use Up Excess Space

Managing and maximizing the value of Department Store and Big Box real estate portfolios in today's environment has created challenges and opportunities. Rightsizing initiatives aimed at heightened efficiencies and responding to changes in consumer spending have retailers seeking solutions to surplus space. Listen to top executives share how they've overcome these challenges and through the disposition of excess space are even finding an upside.

3. Shopping Center Security and the Changing Role in a Challenging World...

How are we responding? Over the last year, there have been terrorist attacks, mass shootings, public demonstrations, flash mob riots and smash and grab burglaries in shopping centers around the world. This session features some of the best security experts in the world. They will have a frank discussion about what is being done both now and planned for the future and give suggestions to help keep all sizes and types of shopping environments safe and secure. Come and learn what they envision the future being and how this has changed over time. This panel will also discuss the security risk of shopping malls for major events and what is being done and should be done to protect them. Some questions that will be looked at will be:

- ▶ Can a "Kenya style" terrorist attack occur at a local shopping mall in the U.S.?
- ▶ Can we as owners do anything to prevent a gunman attack like Paramus, NJ?
- ▶ Are we currently prepared for that? What can we do to help prepare for this type of situation?
- ▶ What would be implications of such an attack and how would it affect our industry?

MODERATOR:



Joe R. Gehr
CEO
Technon, LLC
Aventura, FL

PANELISTS:



Shaul Maouda
Senior Vice President
Professional Security Consultants
Los Angeles, CA



Clark Rice
Director
Bellevue Square Managers, Inc.
Bellevue, WA



Bill Strother, CDP
Director of Corporate Security
Weingarten Realty
Houston, TX

4. Lemons Into Lemonade – How These Developers Turned the Corner on Deeply Impacted Post-Recession Projects`

It's been nearly 5 years since the official end of the "Great Recession" and many communities across the U.S. have come back stronger than ever with new life from exciting retail developments. This session will take a look at several success stories from around the country that were severely affected by the economic shift. Whether they were sold, recapitalized, remerchandised or redeveloped, come hear from an expert panel of shopping center executives about what were some key components to making these shopping centers thrive.

MODERATOR:



Scott Auster
Managing Director
Grid Properties Inc.
New York, NY

PANELISTS:



Clayton McCaffery
Vice President of Leasing
McCaffery Interests, Inc.
Chicago, IL



Mark Toro
Managing Partner
North American Properties
Atlanta, GA



Chris Weilminster
Senior Vice President Leasing
Federal Realty Investment Trust
Rockville, MD



Kathryn Welch
Executive Vice President
Forest City Enterprises
Brooklyn, NY

5. "VIVA" la Différence

Competition to capture consumer spending is greater today than it has ever been in the history of the shopping center industry. Whether it's through catalogs, computers or mobile devices, consumers today have many options and ways in which to shop. In order to stay competitive, shopping center developers are pushing the design envelope in an effort to create unique one-of-a-kind shopping center experiences that appeal to a multitude of senses and emotions while enhancing value and delivering solid financial returns. Utilizing examples drawn from ICSC's VIVA (Vision, Innovation, Value, Achievement) Best-of-the-Best Awards this session will delve into the details on what is working around the world and why.

MODERATOR:



Derek Barker
Managing Director
Haskoll Architects and Designers
London, UK

PANELISTS:



Daniel T. McCaffery, csm
Founder & Chairman
McCaffery Interests
Chicago, IL



Gonzalo Montaña Estrada
President and Chief Architecture
& Development Officer
MAC-L Arquitectos
Mexico City, Mexico



Michaela Weiner
Partner
Petroff Partnership Architects
Markham, ON



4:00 – 5:30 pm

**RECon Academy**

Separate registration fee required. Register at www.icsc.org/2014RA.

The New Green Lease Paradigm for Tenants and Landlords

This session will provide an overview of the new paradigm of “green leases” and will use the new ICSC Green Study Lease as a template for how landlords and tenants can collaborate to create resource efficient, healthy and comfortable buildings with financial underpinnings that work for both the landlord and the tenant. We will cover the basic characteristics of what a green building is, and then delve into key leasehold provisions that will facilitate the sustainable construction, operation and renovation of multi-tenant occupied commercial buildings. We will also discuss how to “green” the leasing process and why regulatory considerations make this a critical factor for both retail landlords and tenants.

SPEAKER:

Ellen Sinreich, ESQ., LEED AP
President
GreenEdge, LLC
New York, NY

4:15 – 4:30 pm

Annual Meeting of Members

5:30 – 8:00 pm

**Diversity Reception**

Mandarin Oriental Hotel

For the past ten years the Diversity Reception has allowed national developers, title companies, retailers, law firms and real estate investors to network and hear industry leaders share their diversity experiences in the real estate and retail communities. This year, the Diversity Reception will be underwritten by ICSC and will serve as the launch pad for the ICSC Foundation, the charitable arm of ICSC, to create two diversity scholarships. You can support the Foundation's efforts by making a tax deductible donation towards diversity scholarships at www.icscfoundation.org/donate (General Contribution, Tribute to Diversity). Separate registration required at www.icsc.org/2014DR.

Tuesday, May 20

6:30 am – 5:00 pm

Registration

7:00 – 8:30 am

Meet the Trustees Breakfast

This is your opportunity to meet and discuss key industry issues with ICSC's Board of Trustees in an interactive, roundtable setting. This breakfast is open to full convention attendees. Although there is no additional fee, pre-registration is required. Register at www.icsc.org/2014TBR. Please see page 25 for a list of Trustees and roundtable topics.

8:00 am – 5:00 pm

Leasing Mall and Marketplace Mall

9:00 – 11:00 am

CDP Global Certification Review

Separate registration required at www.icsc.org/2014TRL.

Ideal for architects, engineers, contractors and developers, CDPs have specialized expertise in site selection, acquisition, design, construction management, project scheduling and phasing, tenant coordination, cost management, sustainability, regulatory codes and safety. Convenient and practical, this 2-hour review course is designed to familiarize CDP candidates with exam content, format and scoring. Providing insider perspectives about the exam, participants will receive an in-depth overview and breakdown of the exam specifications. The highlight of the course is a mock exam patterned after an actual CDP exam which will be graded and discussed in-depth as your ICSC Certified instructor helps you identify your strengths, uncover your weaknesses, discover important test-taking techniques and develop a targeted study plan.

10:00 – 11:00 am

**Concurrent Sessions****1. Understanding a Retailer's P+L – An Insider's Look**

This session will analyze a Profit & Loss statement for a sample retailer in order to educate the attendees on what a retailer can truly afford to pay for rent. The session promises to be an invaluable opportunity for leasing agents to gain in-depth knowledge about a retailer's cost of doing business beyond occupancy costs. Learn why relying solely on public information can be misleading, understanding the difference between sales volume vs. profitability and about variables that affect margin. Don't miss this rare chance to listen to a retailer's perspective as it relates to occupancy and how each line item impacts the whole picture.

SPEAKER:

Jason D. Richter, CRX, CLS
ICSC New York/New Jersey State Director
Vice President, Real Estate
Perfumania, Inc.
New York, NY

2. Pop-Up Stores and the Changing Retail Landscape

Pop-up shops have proven to be a popular and low risk way for retailers to either test the waters in new markets or drive brand equity in targeted markets for specific periods of time and purposes. They allow the retailer to interact with customers and see how they receive the brand while also fine tuning merchandise mix. As popular as pop-ups have shown themselves to be, they still account for less than 1 percent of retail space and has been a difficult entity to track aggregate sales. Hear this panel of experts speak to what they're seeing out there from both landlords and the world's best, innovative and newest brands.

MODERATOR:

Jordan Claffey, CLS
Eastern Division
Next Generation Chair
Vice President of Leasing
Thor Equities
New York, NY

PANELISTS:

David Blumenfeld
Senior Vice President
Westfield Labs
City, State



Russ Miller
Founder/Co-Owner
Vacant LLC
Pleasanton, CA



3. The New Frontiers: A Look Back, A Look Forward

The Internet grows by gigabyte, as the brick and mortar world keeps expanding. Both sides have fully engaged with the other; no one has missed the internet-social media trend. Each side is now behind enemy lines as some Internet operators have opened brick and mortar stores while more and more brick and mortar operators are multi-channeling their offerings with a variety of Internet and social media initiatives. This fast-paced panel will discuss upcoming trends and initiatives, likely future scenarios between the Internet and the brick and mortar players and how the various participants will seek to enhance and grow their models through a combination of virtual and actual physical forays. Lastly, the panelists will suggest the likely future winners on each side. Don't miss this panel if you want to better understand the impact of the intersection of brick and mortar and virtual retail.

MODERATOR:



Jeffrey Hugh Newman, ESQ., CRX
Chair of the Real Estate
Department, Senior Partner
Sills Cummis & Gross P.C.
Newark, NJ

PANELIST:



Saeed Amidi
CEO & Founder
Plug and Play Tech Center
Sunnyvale, CA



Lori J. Schafer
Executive Advisor, Retail
SAS Institute Inc.
Middletown, MA



Lindsey Thomas
Vice President, Marketing
and Communications
Westfield Labs
San Francisco, CA

4. What Women Want

Why do women "shop till they drop" and wield their 85% (of all) purchasing power and passion in certain places and with certain brands? These mysteries and more of what motivates gender F will be explored and explained by a group of high level retail real estate professionals. At last, the keys to their experience/product/comfort preferences as well as their spending habits will be revealed.

MODERATOR:



Jill Bensley
President
JB Research Company
Oxnard, CA

PANELISTS:



Julie Brinkerhoff-Jacobs
President/CFO
Lifescapes International, Inc.
Newport Beach, CA



Cindy Chong
First Vice President, Asset
Management, Retail Division
CIM Group
Los Angeles, CA



Normalynn Cutler
Principal
Cutler Enterprises
Marina Del Rey, CA



Roberta Perry
Vice President Business
Development
Edwards Technologies, Inc. (ETI)
El Segundo, CA



2013 was the first year Heartland Dental attended RECon in hopes of increasing lease and purchase opportunities. With 32,000 attendees and a great location between nationally branded retailers, we had more than enough traffic to meet our objectives. We signed up for RECon 2014 and are looking forward to what the show will bring.



Ashley L. Buehnerkemper, Community & Brand Manager, Heartland Dental Care

10:30 am – 12:00 noon



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Retail Real Estate Benchmarking Strategies that Promote Sustainability and Improve NOI

This 90-minute session will explore why benchmarking for sustainability is important (in some locations, required!), how to start and what tools and resources are available to streamline your benchmarking project. Two states and eight major cities have passed laws requiring building owners to collect and disclose property energy use data. Typically owners are required to disclose information on behalf of both landlord and tenant utility meters. The session will provide a status update of what is required and where, and provide useful resources on how to comply. If you own a building, lease space or provide services to customers in California, Washington State, New York City, Philadelphia, Washington DC, Minneapolis, Boston, Austin, Seattle and/or San Francisco this session is not to be missed. Additionally, this session will provide an overview of the ICSC Property Efficiency Scorecard, an effort to develop a benchmarking tool to measure and compare the sustainability performance of shopping centers.

SPEAKER:



Patrick Leonard, PMP, LEED AP
Manager, Portfolio Services
Paladino and Company
Seattle, WA

12:00 noon – 2:00 pm

Lunch and Keynote Presentation

SPEAKER:



Mike Duke
Chairman of the Executive
Committee of the Board
Wal-Mart Stores, Inc.
Bentonville, AR

2:00 – 3:30 pm



RECon Academy

Separate registration fee required. Register at www.icsc.org/2014RA.

Market Analysis for Retail Real Estate Professionals

Successful retail projects are the result of a tested feasibility analysis. We will highlight the feasibility analysis process for a retail property. The analysis begins with defining the trade area. The feasibility process includes the comparison of forecasted demand and measured supply. Additional consideration is given to the evaluation of location, site and building characteristics, as well as political and legal impacts. The final step is to test the financial feasibility.

SPEAKER:



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



TUESDAY, MAY 20

7:00 – 8:30 am

This is your opportunity to meet and discuss key industry issues with ICSC's Board of Trustees in an interactive, roundtable setting. This breakfast is open to full convention attendees. Pre-registration is required by March 28 at www.icsc.org/2014TBR.

Optimizing Retail Real Estate Growth Strategies

Gayle Aertker

Owner
Aertker Company, LLC

Retail Rescue: Visions & Strategies for Repositioning Underperforming Retail Properties

Ronald Altoon, CRX, CDP, LEED AP BD+C

Partner
Altoon Partners LLP

Navigating Your Career in Retail Real Estate

James Bersani

Executive Vice President,
Retail Real Estate
Limited Brands

Whither the Supermarket – Past & Future

Richard Biagi

Owner
Biagi Real Estate Consulting

Urban Retail and Mixed-Use Development

John Bucksbaum, CRX, CSM

CEO
Bucksbaum Retail Properties

Capital Markets: Capital Availability from Where and for What – Long Term/ Short Term; Construction; Acquisition; Refinance; Property Types

Karen Case

Executive Managing Director,
President of Commercial
Real Estate
The PrivateBank

A Career in Retail – It's a Lot More Than Folding Shirts

Holly Cohen

Vice President of Global Real Estate & Store Construction
Nike, Inc.

The State of Outlets from a Retailer's Point of View?

Vincent Corno, CRX

Senior Vice President
of Real Estate
Dick's Sporting Goods

Open-Air Development – Does It Pencil Out Yet?

Norris Eber, CRX, CSM, CLS

President/CIO
Abbell Associates, LLC

Maximum Potention is Making Projects a Product... Not Just Bricks and Mortar Occupied! There's More Than Location, Location, Location!

Stanley Eichelbaum, CRX, CMD

President
Marketing Developments/Planning
Developments Inc.

Retailer Site/Deal Approval – What it Takes to Get a Deal Through the Process

Seth Geldzahler

Vice President – Real Estate
Bed, Bath & Beyond

Mall Redevelopment From a Tenant Perspective

Carl L. Goertemoeller

Senior Vice President – Real Estate
Macy's Inc.

Real Estate Financing and M&A

Michael Graziano

Managing Director
Goldman, Sachs & Co.

Advancing Your Career – With ICSC's Help

Gordon "Skip" Greeby, CRX, CDP

President
The Greeby Companies, Inc.

Revitalizing B Malls That Are Old and Tired

Gary Herring, CRX, CDP

President & CEO
The MGHerring Company

Where to Source Equity for Your Transaction

Brad Hutensky

Principal
Hutensky Capital Partners

Merchandising a Center from a Retailer's Perspective

Elise Jaffe

Senior Vice President
dressbarn

Understanding the Retailer's Real Estate Committee

James Lampassi

Vice President,
Real Estate and Construction
Petco Animal Supplies Stores, Inc.

Tried and True Center Marketing in Today's New Media World

Judy Lapin

President
Lapin Consulting Group

How to Create Value for Shareholders, Customers and Communities Through Real Estate Projects

David LaRue

ICSC Chairman
President & CEO
Forest City Enterprises

Questions You've Always Wanted to Ask a Retired Nordstrom Guy

David Lindsey, FAIA

David Lindsey & Associates

Leasing

Sandeep Mathrani

CEO
General Growth Properties

Challenges and Opportunities in Running a Private Real Estate Firm

Martin Mayer

President & CEO
Stirling Properties

Capital Markets

Mark Myers

Executive Vice President/
Head of Commercial Real Estate
Wells Fargo Bank

Developing Leadership Skills to Drive Outstanding Performance

Scott Nelson

Senior Vice President, Real Estate
Target Corporation

Leasing: Biggest Mistakes – Best Things Each of Us Have Done

Bruce D. Pomeroy, CRX, CDP

President
Evergreen Devco, Inc.

Capital Markets Update: Who is Lending and What is the Best Deal For You Today

Kieran Quinn

Managing Director
Guggenheim Commercial Real Estate Finance

Investing in Retail Properties – A Guide to Structuring Partnerships for Sharing Capital Appreciation and Cash Flow

Gary Rappaport, CRX, CMD, CSM, CLS, CDP

CEO
The Rappaport Companies

So You Want to Start Your Own Shopping Center Development Company?

John Reininga, Jr., CRX, CSM

President
Reininga Corporation

Do's and Don'ts of Presenting a Site to a Retailer: Why We Do What We Do – A Retailer's Perspective

Valerie Richardson, CRX, CLS

Vice President, Real Estate
The Container Store

Capital Transactions

Peter Schwartz

Senior Executive Vice President & General Counsel
Westfield, LLC

Targeting the Right Restaurants for a Shopping Center

Suk Singh

Chief Development Officer
Bloomin' Brands

Some Malls are Dying, Some are Thriving. Why? Place Making for Anchors! Basics of Retail Anchored Mixed Use Development

Yaromir Steiner

CEO
Steiner + Associates

Eat, Drink and See a Movie!

Charles Stilley

President, Development
LOOK Cinemas, LLC

Global Opportunities – Have Desire, Will Travel

Ian Thomas, CRX, CDP

Chairman
Thomas Consultants, Inc.

Developing Shopping Centers in China

Rene Tremblay, CRX

President
Taubman Asia

Portfolio Management

Steven Vittorio

Managing Director
Prudential Real Estate Investors

Publicly Traded Real Estate Company vs. Private – What's the Difference?

Donald Wood

President & CEO
Federal Realty Investment Trust

Conventional Grocer Versus Specialty or Niche Players – How is Their Site Selection Process Different or the Same?

Donald Wright

Senior Vice President,
Real Estate & Engineering/
CEO Property Development
Centers
Safeway, Inc.

Retail Deal Making for Retailers – How to Deal with Those Damn Landlords

David Zoba

Senior Vice President –
Global Real Estate
Gap, Inc.

At RECon 2014, there will be a variety of FREE education sessions in our Marketplace Mall. Each education session is 30 minutes in length and speakers will represent companies with either an innovative or a sustainable product that will improve retail or shopping center facilities or operations. The presentations will be practical, informative and educational.



SUNDAY, MAY 18

ICSC in partnership with PRSM (Professional Retail Store Maintenance Association) will host the Sunday sessions.

12:00 noon – 12:30 pm Extending the Life of Your Asphalt Pavements

12:45 – 1:15 pm Up on the Roof – Out of Sight of Mind?

3:45 – 4:15 pm Energy Efficient Lighting Upgrades

MONDAY, MAY 19

10:00 – 10:30 am How Green is My Center? Best Practices for Measuring Performance

10:30 – 11:00 am Increase Ancillary Income Through Sponsorships and On-Property Advertising

11:00 – 11:30 am Using Customer Analytics

11:30 am – 12:00 noon Lighting Trends and New Products for Maximum Sustainability

2:00 – 2:30 pm Using Digital Mapping

2:30 – 3:00 pm Qualifying Sites and Market Potential

TUESDAY, MAY 20

9:00 – 9:30 am Tips to Increase Net Operating Income

9:30 – 10:00 am Organizing the Leasing Process

10:00 – 10:30 am Renewable Energy and Green Products from a Retail Electricity End-User Perspective

10:30 – 11:00 am Optimizing Light Efficiency in the Parking Lot

11:00 – 11:30 am Assessing the Feasibility of Commercial Solar

11:30 am – 12:00 noon The ICSC Property Efficiency Scorecard: A Tool to Benchmark Energy, Water, Waste and Recycling, and Green Operations



Holly Cohen
2014 RECon Advisory Committee
Chair and ICSC Trustee
Vice President of Global Real Estate
and Store Construction
Nike, Inc.
Portland, OR



Geoffrey Brouman
Partner
Titan Realty Group, LLC
Solon, OH



Sean Burke
Principal
S.T. Burke Retail Partner
Philadelphia, PA



Barb Faucette, CMD
Vice President – Marketing
CBL & Associates Properties, Inc.
Chattanooga, TN



Elizabeth Holland
ICSC Past Trustee
Chief Executive Officer
Abbell Associates
Chicago, IL



William E. Hughes
Senior Vice President,
Managing Director
Marcus & Millichap
Irvine, CA



Jane Lisy
Senior Vice President, Marketing
Forest City Enterprises
Cleveland, OH



Aileen Messinger
ICSC Florida Next Generation Chair
Store Development Manager
Starbucks Coffee Company
Coral Gables, FL



Jeffrey H. Newman, ESQ., CRX
Chair of the Real Estate
Department, Senior Partner
Sills Cummis & Gross P.C.
Newark, NJ



Michael Puline, CLS
Senior Vice President –
Leasing, Mid-Atlantic & Southeast
DLC Management Corp.
Atlanta, GA



Jason Richter, CRX, CLS
ICSC New York/Northern New
Jersey State Director
Vice President of Real Estate
Perfumania, Inc.
New York, NY



Sue Walker
Director, Economic Development
Richardson Economic
Development Partnership
Richardson, TX

3 Ways to Stand Out in the Crowd: Exhibit, Sponsor, Advertise



With over 32,000 attendees once again expected to pack the halls of the Las Vegas Convention Center, you will want to ensure that you optimize your ability to get your message out. ICSC has several exhibiting, sponsoring and advertising opportunities that can help you gain exposure before, during and after RECon.

New for 2014: **Marketplace Mall**, conveniently located in the North Hall and now adjacent to the Leasing Mall, will host over 300 exhibiting companies and is a high traffic destination. Exhibitors will be featured in sections that fall into specific categories including Technology Showcase, Green Zone and Specialty Leasing Showcase. In addition to these special sections, Marketplace Mall will be home to RECon registration, ensuring every attendee will have the opportunity to see what's on

display. And to help drive traffic to your exhibit, you will receive 10 complimentary passes that allow your customers access to Marketplace Mall free of charge.

Consider one of the numerous **Sponsorship Packages** which provide unparalleled opportunities to put your company in front of 32,000+ attendees. Deals and networking don't just happen on the show floor, they happen after hours as well. The **Opening Reception** at the Encore Beach Club is an ideal venue to promote your company and brand awareness and generate new prospects. Additional Sponsorship Opportunities include **Marketplace Mall Continental Breakfast**, **WiFi Hotspots**, **Inter-Hall Golf Carts**, **ICSC Foundation Gala Dinner** and **U.S. MAXI Awards**.

Take advantage of a variety of **Advertising Opportunities** that will extend your reach. Advertising Opportunities include **RECon Program Directory**, **RECon News** (RECon-centric version of *Shopping Centers Today*), **Digital Ads** or "You Are Here" **Locator Billboards** throughout the Convention Center, **Shuttle Buses** and **Badge Mailer Inserts**.

Let ICSC help you promote your company or product at the retail real estate industry's premier event. For more information on exhibiting, sponsoring or advertising opportunities contact **Rita Malek** at **+1 646 728 3539** or **rmalek@icsc.org** or visit **www.icscrecon.org**.

For complete program,
registration, exhibition
information and forms,
visit www.icscrecon.org



Registration Fees

Best Value Package:

For the **Best Value** choose the RECon + Digital Recordings Package when you register for RECon. The **Best Value Package** not only includes your Convention registration, but you will also enjoy unlimited, 24/7 access to the **New ICSC Digital Knowledge Center** and experience up to 25 hours of audio recorded LIVE at RECon – all synchronized to presenters' PowerPoint presentations, downloaded MP3s and presenter handouts.

Best Value Registration Fees:

	ADVANCE	ON-SITE
Member*:	\$665	\$815
Non-Member:	\$1,215	\$1,525

Regular Registration Fees:

	ADVANCE	ON-SITE
Member*:	\$570	\$720
Non-Member:	\$1,120	\$1,430

Digital Recordings Only: (purchased without RECon registration)

Member*: \$570 | Non-Member: \$1,120

Student Member Only:** \$50 | Advance/On-Site

RECon Registration Fee Includes: Access to the Full Convention Program inclusive of two lunches, receptions, educational sessions and admission to the Leasing Mall and Marketplace Mall.

RECon Academy:

Separate registration fee. Qualifies for ICSC Certification Credit.

Member*: \$50 per class | Non-Member: \$100 per class

Become a member and save on the registration fee. 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 Deadlines

March 28, 2014

Register and submit a photo by the deadline 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 28 to retain that rate and receive a badge in the mail.

April 30, 2014

Deadline to receive advance registration discount.

May 17, 2014

Registrations will be accepted on-site in Las Vegas.

How To Register

Online: www.icsccon.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 28, 2014 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 28, 2014.

Discounts and Exclusive Hotel Extras



Your Hotel Stay

Great low rates at all of Las Vegas' most popular hotels are now available exclusively for RECon participants. Bookers will also have access to exclusive RECon hotel extras like free WiFi and substantial discounts on food and beverages. Other benefits include:

- ▶ No service fees to make reservations
- ▶ Immediate confirmations with no waiting or wondering
- ▶ Update/change hotel reservations with no fees or penalties
- ▶ Descriptions, photos and maps to help choose the perfect hotel
- ▶ Real support from real people, prior, during and after RECon

New & Improved Group Reservations Technology

Reserving your team's hotel reservations has never been easier. We offer booking features that you can't get anywhere else:

- ▶ Book all your rooms in a single session
- ▶ Assign same or different credit cards to each room
- ▶ Email a single confirmation to yourself or send individual confirmations to each guest
- ▶ Work offline in Excel and upload all of your reservations in a single click whenever you're ready

These and many more great features are available when you book your rooms with **Travel Planners**.

Get Started Today

To book online, visit www.icsccon.org and click the Hotel tab. Or book by phone. Friendly RECon Housing Agents are ready to assist you Monday – Friday, 9:00 am – 7:00 pm ET at **+1 212 532 1660** or **+1 855 355 0301**. Travel Planners offers a set of benefits to help RECon participants get a great hotel deal with a locked-in rate, providing peace of mind and more time to concentrate on making business connections and deals during RECon. Travel Planners negotiates low-rate guarantees for all hotel contracts, works with hotels to meet or beat reduced competitive rates and passes the savings on to RECon participants.

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/photos

RECON

THE GLOBAL RETAIL REAL ESTATE CONVENTION
MAY 18-20, 2014
LAS VEGAS, NV
ALL AT THE LAS VEGAS
CONVENTION CENTER



Scan here for
more information

**Azle Municipal Development District Fund
Budget Summary
FY 2013-2014**

	<u>Estimated 2012-13</u>	<u>Proposed 2013-14</u>	<u>Approved 2013-14</u>
Beginning Balance	-	-	-
<u>Revenue</u>			
Sales Tax		225,000	
Interest Income		200	
Total Revenue	-	225,200	-
<u>Expenses</u>			
Personnel Services	-	-	-
Supplies	-	-	-
Maintenance	-	-	-
Contractual Services	-	-	-
Capital Outlay	-	-	-
Total Operating Expenses	-	-	-
Debt Service	-	-	-
Ending Balance	-	225,200	-

