

# ideaexchange<sup>®</sup>

**program**

**ICSC Southern California**

Long Beach Convention Center

Long Beach, CA

January 23, 2013

*"Play Ball"*



## Wednesday, January 23

### ► Registration

8:15 am – 6:00 pm

### ► Continental Breakfast

8:15 – 8:45 am

### ► Welcome and Introduction to the Program

8:45 – 9:00 am



#### CYNTHIA BELL

ICSC 2013 Southern California Idea Exchange  
Program Planning Committee Co-Chair  
Cynthia Bell & Associates, Inc.  
Newport Beach, CA



#### STEVE SELCER

ICSC 2013 Southern California Idea Exchange  
Program Planning Committee Co-Chair  
Primestor Development Inc.  
Los Angeles, CA

### ► General Session I

9:00 – 10:15 am

#### Home Run Hitters and Future All-Stars

How the site development game is and will be played.

MODERATOR

#### BOB CHAMPION

President, CEO  
Champion Real Estate Company  
Los Angeles, CA

PANELISTS

#### GREG DOLLARHYDE

Chief Energizing Officer  
Veggie Grill  
Santa Monica, CA

#### KEN GROUF

President  
Kriser's Pets  
Los Angeles, CA

#### ROB KOCH

Senior Director of Real Estate  
The Fresh Market  
Greensboro, NC

#### MIKE LEONARD

Director of Real Estate  
24 Hour Fitness  
Laguna Niguel, CA



#### JAMES MARKHAM

Founder-CEO  
Project Pie  
Carlsbad, CA

#### SAAD NADHIR

Founder  
Urban Plates  
Del Mar, CA



#### LAKE PHILLIPS

Vice President of Development  
The Melt  
San Francisco, CA

#### GREG SEMOS

Vice President of Real Estate and Development  
Lyfe Kitchen  
Palo Alto, CA

#### CARLOS WELLMAN

Managing Director  
Cinepolis Theatres  
La Jolla, CA

### ► General Session II

10:15 – 11:15 am



#### Extra Innings in the Public/Private Game – It is Not Over

Just when you thought there were two outs in the bottom of the ninth and the Governor threw his last curve ball, a team of developers, investors, city officials, lawyers and advisors put the game into extra innings! Come hear their success stories.

MODERATOR



#### KEN K. HIRA

Senior Vice President  
Kosmont Companies  
Los Angeles, CA

PANELISTS



**DAVID C. BIGGS**  
*City Manager*  
City of Carson  
Carson, CA



**STEVEN L. CRAIG**  
*President/CEO*  
Craig Realty Group  
Newport Beach, CA



**MICHAEL J. KIELY, ESQ.**  
*Sheppard Mullin Richter & Hampton LLP*  
Los Angeles, CA



**KENNETH T. LOMBARD**  
*President & Chief Investment Officer*  
Capri Urban Investors, LLC  
Partner  
Capri Capital Partners, LLC  
Los Angeles, CA



**ARTURO SNEIDER**  
*CEO*  
Primestor Development, Inc.  
Los Angeles, CA

► **Lunch Served**

12:15 – 1:00 pm  
(No lunch service after 1:00 pm)

► **California Government Relations Update**

1:00 – 1:15 pm



**REX HIME**  
*President & CEO*  
California Business Properties Association  
Sacramento, CA

► **Keynote Presentation**

1:15 – 2:00 pm

**ADAPT: Overcoming Adversity**

SPEAKER



**JIM ABBOTT**  
*Former Major League Baseball Player and Author*

Jim Abbott played professional baseball for 10 seasons on four different teams which include the California Angels, New York Yankees, Chicago White Sox and Milwaukee Brewers. He was a member of the 1988 U.S. Olympic baseball team and pitched a complete game leading the United States to a gold medal victory over Japan, in Seoul, Korea. He was also born without a right hand, which made him quickly learn that in order to continue to move towards your goals you must be willing to adapt. You need to change and mold yourself in order to meet the obstacles in your way. Through his personal stories and by using the word "adapt" as an acronym (A – Adjustability, D – Determination, A – Accountability, P – Perseverance, T – Trust), he will show you how to succeed in doing just that.

► **Deal Making**

2:00 – 4:00 pm

Please see the attached Deal Making Table Request Form.

► **Reception**

4:00 – 6:00 pm

Sponsorship opportunities are available! Please refer to the attached Sponsorship Form.

► **Meeting Adjourns**

6:00 pm

## **State Committee**

**KEN K. HIRA**, ICSC Southern California State Director, Kosmont Companies

**SCOTT L. GROSSFELD**, ICSC Southern California Government Relations Committee Chair, Cox Castle & Nicholson LLP

**TONY CANZONERI**, ICSC Southern California Alliance Private Sector Chair, McKenna, Long & Aldridge LLP

**TRACEY BOHLEN**, ICSC Southern California Alliance Public Sector Chair, City of Oceanside

**RUSSELL RODRIGUEZ, CSM**, ICSC Southern California Operations Chair, American Assets Trust

**WILLIAM B. HORNER**, ICSC Southern California Retail Chair, LA Fitness International, LLC

**BRYAN LEY**, ICSC Southern California Next Generation Chair, HFF, L.P.

**JOAN FREI**, ICSC Southern California Program Planning Committee Chair, Nadel Architects

## **Program Planning Committee**

**CYNTHIA BELL**, ICSC 2013 Southern California Idea Exchange Program Planning Committee Co-Chair, Cynthia Bell & Associates, Inc.

**STEVE SELCER**, ICSC 2013 Southern California Idea Exchange Program Planning Committee Co-Chair, Primestor Development, Inc.

**JIM AUTHER**, Studley

**DIANE FIORELLI**, Langan Engineering & Environmental Services

**BARBIE HENDON**, Lawyers Title Insurance

**KYLE KAVANAUGH**, Main & Main, Inc.

**SHAUNA MATTIS**, Wilson Commercial Real Estate

**JUSTIN McMAHON**, CB Richard Ellis

**JEFF REENDERS**, Strategic Retail Advisors

**MICHELLE SCHIERBERL**, Jones Lang LaSalle

**CAROL SCHILLNE**, Craig Realty Group

### Registration Form

#### ► How to Register

**Online:** www.icsc.org/2013SC1 *(credit card payments only)*

**Fax:** +1 732 694 1800 *(credit card payments only)*

**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958  
USA

#### ► Registration Fees

	ADVANCE	ON-SITE
<b>Member*:</b>	<b>\$ 150</b>	<b>\$ 185</b>
<b>Non-Member:</b>	<b>\$ 215</b>	<b>\$ 265</b>
<b>Student Member**:</b>	<b>\$ 50</b>	<b>\$ 50</b>

\* To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call ICSC information services at +1 646 728 3800.

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

#### ► Deadlines

To qualify for the advance registration fee, your registration must be received by **January 16, 2013**.

#### ► Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **January 16, 2013**. All requests for refunds must be received by ICSC in writing.

#### ► Continuing Education Credits

ICSC Certified professionals earn 1.0 credit (A3) toward senior certification renewal.



#### ► Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Casey Adams** at +1 949 224 3830 no later than **January 4, 2013**.

► I authorize ICSC and its members to send me announcements via mail, fax and phone about ICSC's and ICSC members' programs and services that may be of interest to me or my colleagues. I also consent to receipt of notices from ICSC in electronic form.

#### Please Check One:

ICSC Member       Non-Member       Student Member

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Your Membership I.D.# \_\_\_\_\_ 2013SC1-B

Please check here if any of the above information has recently changed.

#### Method of Payment:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard     Visa     AMEX     Discover    \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Credit Card Number (include all digits) \_\_\_\_\_

Signature \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

## Deal Making Table Request Form

Fill out this form if you wish to reserve a Deal Making Table.

▶ **When**

Wednesday, January 23, 2013  
2:00 – 4:00 pm

▶ **Includes**

- 6' x 30" draped table
- 2 chairs
- Company sign

▶ **Who Qualifies**

- Retailers
- Brokers representing Retailers
- Developers/Owners
- Lenders
- Suppliers
- Cities/Municipalities/Economic Development Agencies

▶ **Guidelines**

- Exhibits must not hang over the edge of the table
- Exhibits must not rise more than 3' above the table
- No floor easels
- No electrical equipment
- No balloons
- One table per company

▶ **Cost**

No cost to reserve a table, but each person who is working at the table must be an advance-paid registrant for the meeting.

▶ **Deadline**

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **January 2, 2013**.

▶ **Availability**

Tables are confirmed on a first-come, first-served basis. Sending in this Deal Making Table Request Form does not guarantee you a table.

▶ **Notification**

You will receive a written Table Confirmation from ICSC two weeks prior to the meeting, if a table has been reserved for you. **If you do not receive a letter regarding the status of your request, please contact Kristina Lemanis to confirm.**

▶ **Cancellation**

Notify ICSC immediately if you must cancel.

▶ **Please return to:**

ICSC  
**Kristina Lemanis**  
Southern California Idea Exchange  
1221 Avenue of the Americas  
41st Floor  
New York, NY 10020

Tel: +1 646 728 3605

Fax: +1 732 694 1698

E-mail: [klemanis@icsc.org](mailto:klemanis@icsc.org)

Name(s) of person(s) who will staff exhibit table

Contact Name (person to receive confirmation)

Company Name (as it should appear on sign)

Address

City

Province/State

Postal/ZIP Code

Telephone

Fax

E-mail

SC1-2013

**Check all that apply:**

We are Retailers.

We are Brokers exclusively representing the following Retailers:

We are Developers/Owners.

We are Lenders.

We are Suppliers /Service Providers.

We are a City/Municipality or Economic Development Agency.

We have registered for the 2013 Southern California Idea Exchange.

We will notify ICSC immediately if we must cancel.

**Indemnification**

Each party, to the extent permitted by law, agrees to defend and indemnify the other, and its officers, directors, agents and employees, of and from all claims, demands or suits for bodily injury or property damage, including costs and attorney fees, in any way arising out of or related to third-party claims based on the indemnifying party's negligent acts or omissions in connection with the Event, except to the extent of the negligence or willful misconduct of the indemnified party.

**Insurance**

Exhibitor shall each carry Commercial General Liability insurance coverage for property damage and bodily injury to be in effect over the meeting dates specified in this Contract in an amount sufficient to meet its indemnity obligations for this Event.

## Sponsorship Form

Sponsorships serve as an advertising or PR opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

### Your Platinum Sponsorship of \$5000 will include:

- ▶ Company logo and 25-word company description (subject to ICSC approval) in Directory if sponsorship is received by **January 2, 2013**
- ▶ Company logo on signage at the reception
- ▶ PowerPoint display of company logo during lunch
- ▶ Company logo on table signs at the reception
- ▶ Sponsor ribbons that can be worn with your badge throughout the conference

### Your Gold Sponsorship of \$2500 will include:

- ▶ Company logo on signage at the reception
- ▶ PowerPoint display of company logo during lunch
- ▶ Company logo on table signs at the reception
- ▶ Sponsor ribbons that can be worn with your badge throughout the conference

### Your Silver Sponsorship of \$1000 will include:

- ▶ Company name on signage at the reception
- ▶ PowerPoint display of company name during lunch
- ▶ Sponsor ribbons that can be worn with your badge throughout the conference

#### ▶ When

Wednesday, January 23, 2013  
4:00 – 6:00 pm

#### ▶ Where

Gladstone's  
330 South Pine Avenue  
Long Beach, CA 90802

#### ▶ Deadline

Sponsorship must be received by **January 2, 2013** to be recognized at the meeting.

#### ▶ Sponsor Contact

Justin McMahon  
CBRE, Inc.  
Tel: +1 949 725 8659  
E-mail: justin.mcmahon@cbre.com

#### ▶ ICSC Sponsor Contact

Casey Adams  
Tel: +1 949 224 3830  
E-mail: cadams@icsc.org

#### ▶ Sign up now by returning completed form with:

- Payment by credit card or check made payable to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg or .eps format) to [cadams@icsc.org](mailto:cadams@icsc.org).

#### ▶ Return completed form to:

2013 Southern California  
Idea Exchange Sponsorship  
P.O. Box 26958  
New York, NY 10087-6958  
Fax: +1 732 694 1800  
*(credit card payments only)*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/ZIP Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_ 2013SC1-5

#### Method of Payment:

Check or money order made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Credit Card Number (include all digits) \_\_\_\_\_

Signature \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

**thank you!**

# ideaexchange®



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of Shopping Centers  
1221 Avenue of the Americas  
New York, NY 10020-1099

GET THE APP



[icsc.org/mobile](http://icsc.org/mobile)



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## program

### ICSC Southern California

Long Beach Convention Center

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*"Play Ball"*



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