



NEW Trends.
NEW Tenants.
NEW Technology.

New York Deal Making

December 10 – 12, 2019 | #ICSCNYDM
Javits Center | New York City

Program

TUESDAY, DECEMBER 10

Professional Development Day

Learn about retail real estate's trends and sharpen your skills in fast-paced, interactive classes. Topics include property management, market research, project development, leasing, social media, negotiating and talent development. CE credits will be offered for some classes.

9:00 am – 5:00 pm | North & South Concourse

Registration

9:00 – 9:45 am

50 Tips on Becoming a Master Deal Maker

Four of the industry's best deal makers reveal tips and tricks to getting leasing deals done.

MODERATOR



John-david W. Franklin, CRX, CLS
Senior Vice President
Madison Marquette
Philadelphia, PA

PANELISTS

Veronica Blum

Managing Principal
MPN Realty
Philadelphia, PA



Jason D. Richter, CRX, CLS
Managing Principal
Capricorn Asset Management
New York, NY



Joanne Podell
Executive Vice Chairman, Retail Brokerage
Cushman & Wakefield, Inc.
New York, NY

10:00 – 10:45 am

What We Learned Along the Way to the C-Suite

Executives share lessons and strategies they have learned throughout their careers.

MODERATOR



Brad Hutensky
ICSC Past Chairman
Founder and CEO
Hutensky Capital Partners
West Hartford, CT

PANELISTS

Katie Mahon

Senior Managing Director, Retail
Strategy & Operations Lead, Americas
Cushman & Wakefield, Inc.
New York, NY

Robin McBride Zeigler

Executive Vice President, COO
Cedar Realty Trust, Inc.
Port Washington, NY

10:00 – 10:45 am

CRRP Certification - What Is It and How Can I Obtain It?

Learn how you can earn ICSC's Certified Retail Real Estate Professional (CRRP) certification. This session will provide program information as well as testing tips to help you succeed.



Kenneth S. Lamy, CRRP, CRX
 Co-Chair, CRRP Admissions & Governing Committee
 Founder, President & CEO
 The Lamy Group, Ltd. & DataPoint International, LLC
 New Orleans, LA



Anna Dolby Zaich, CRRP, CDP
 CRRP Admissions & Governing Committee
 Director of Development
 LA Fitness
 Irvine, CA

10:00 – 11:00 am

Preparing a Pro Forma Leasing Plan*

Examine the many variables that must be factored into structuring a leasing pro forma.

INSTRUCTOR



Robert E. Young Jr.
 Executive Managing Director
 Weitzman
 Dallas, TX

11:00 – 11:45 am

Gentrification without Displacement - Is It Possible?

Key elements for responsible urban revitalization. Speakers will share tips on how to engage your team, leverage community relationships, and secure funding resources for successful development.

MODERATOR



Larisa Ortiz
 Managing Director
 Streetsense
 New York, NY

PANELISTS



Aaron Koffman
 Principal
 The Hudson Companies
 New York, NY



Keith Sellars
 President & CEO
 Washington DC Economic Partnership
 Washington, DC



Terrence Maiden
 CEO
 Russell Glen Company
 Dallas, TX



Myriam Simmons
 Director, Credits and Incentives Consulting
 Credits and Incentives
 Ryan – Dallas
 Dallas, TX

11:00 – 11:45 am

Key Principles of Design and Construction

Learn essential aspects for successful shopping center design and the phases of shopping center construction from prequalification and selection all the way to occupancy.



Arturo J. Garcia, CRX, CDP
 Caribbean Design & Management
 Partnership LLC
 Arlington, VA

Gerald E. King, CRRP, CRX, CDP
 President & CEO
 King Development Services
 Houston, TX

11:00 am – 12:00 pm

Project Economics: The Value of Leasing*

Learn the economics of retail including the financial impact of tenant allowances and various single lease deal components

INSTRUCTOR

Charlotte B. Wade, CPM, CRRP, CRX, CSM, RPA, CCIM
President, Property Services, Retail and Midatlantic
Madison Marquette
Washington, DC

1:00 – 1:45 pm

Marketing and Tech

Danaria McCoy, CRRP, CRX, CSM, CMD
Division Operations Director
NewMark Merrill Mountain States
Longmont, CO

11:00 am – 5:30 pm

Tours

Pre-Registration is required. Availability on a first-come, first-served basis.

Hudson Yards Walking Tour | 11:00 am – 12:00 pm

American Dream Bus Tour | 12:30 – 5:00 pm

Empire Outlets Bus Tour | 12:30 – 5:30 pm

1:00 – 1:45 pm

Management

Explore the different roles leaders play while building a team from defining roles and responsibilities to establishing a collaborative and synergistic environment.

2:00 – 2:45 pm

Redevelopment: Re-imaging and Rebuilding

Redevelopment can transform an entire neighborhood. Cities come alive through innovative design, community accessible, and adaptable spaces. This session will discuss how an integrated approach that addresses the environmental, structural and social aspects of communities can benefit your properties. You will also gain insight into what it takes to successfully redevelop properties for today's market.



Michael J. Hefferon
Partner, Managing Director
Investment Sales, B6 Real Estate Advisors
New York, NY

Jonathan Schultz
Co-Founder & Managing Principal
Onyx Equities
Woodbridge, NJ

2:00 – 3:00 pm

Influencing and Negotiating Techniques*

Learn effective negotiating tips and proven strategies for reaching prospects specific to retail properties that will help you achieve the right balance of retailers as well as increase traffic at your properties and increase your closing ratios for your properties.

INSTRUCTOR



Beth Azor

Owner
Azor Advisory Services, Inc.
Weston, FL

2:00 – 2:45 pm

Retail Asset Management: How is Your Portfolio?

Gain “hands-on” insights into a wide variety of issues and practical solutions to influence the bottom line and addvalue to your portfolio.

INSTRUCTOR

Donna F. Smith, CCIM, CRRP, CRX

Senior Vice President — Asset Management & New Business
Stirling Properties
New Orleans, LA

3:00 – 3:45 pm

Retail Property Law

Examine the legal aspects, principles and practices that apply to retail real estate.



Nancy S. Nardella, Esq.

Partner
Morrison Cohen LLP
New York, NY

3:00 – 3:45 pm

How to Stand out in a Noisy World

Take your social media content to the next level and learn key strategies to gain a following and increase your industry reach. This session is designed for professionals seeking to advance their skills and understanding of how social media can ultimately contribute to business growth.

Kyle Insera

Associate
CBRE
Stamford, CT

5:30 – 7:00 pm | 4A Terrace

**VRN Reception Honoring DOC&R- Hall of Fame Award Inductees and
Outlet Retail Chain Awards (ORCA)**

WEDNESDAY, DECEMBER 11

7:00 am – 6:00 pm | North & South Concourse

Registration

7:00 – 8:30 am | North Concourse

Coffee Service

7:30 – 8:00 am | ICSC Central, Crystal Palace

Orientation and Walking Tour of the Exhibit Hall for First-Timers, New Members and Students

Whether you're a new ICSC member or this is your first New York Deal Making, we can help you make the most out of your conference experience. Join us for a tour of the exhibit floor to get your bearings.

8:00 am – 5:00 pm | Level 3, 1E Hall, Crystal Palace

Deal Making

Be sure to visit these destinations: Food & Fun, Health & Wellness Center, Outlet Centers, Retail in Focus, Retailer Central (Level 3 show floor) and Tech Connect (Crystal Palace).

9:00 – 9:30 am | TECH CONNECT - CRYSTAL PALACE

Leading Landlords: Powering Retail Leasing with Tech

SPEAKER



Nick Romito
CEO & Co-Founder
VTS
New York, NY

9:00 – 9:45 am | MAIN STAGE

Mastering Mixed-Use

SPEAKERS



Justin Stewart
President & Co-Founder
Industrious
New York, NY



Jeff Weinhaus
Executive Vice President, Development
Equinox
New York, NY

9:30 – 10:00 am | HEALTH & WELLNESS CENTER

Neighborhood Case Study: NYC

Global Exchange Session

From SoHo to NoHo, the West and East Villages—downtown New York City is the physical hub for modern and emerging wellness brands and services making their mark on the city and in the US. Learn about these brands and why they established where they did.

10:00 – 10:30 am | MAIN STAGE

International Brands Coming to the US

SPEAKER

Amedeo Claris

CEO

Mercato Metropolitano Food Hall

London, United Kingdom

10:00 – 10:30 am | RETAIL IN FOCUS

How Resale and Rentals are Changing Retail

SPEAKER

Michelle Zhao

Vice President Retail Expansion

Rebag

New York, NY

10:00 – 10:30 am | TECH CONNECT - CRYSTAL PALACE

How to Build Your Tech Stack: A Primer for Companies of All Sizes

No matter the size of your firm or property, investing in technology leads to big savings, improved efficiency, and an even bigger competitive edge. But knowing where to start and what will have the greatest impact can be hard to decipher.

SPEAKERS


Randall McKillop

Executive Vice President Americas

Toolbox Group/Mallcomm

Los Angeles, CA


Karen Fluharty

Founding Partner & Chief Strategist

Strategy + Style

New York, NY

10:30 – 11:00 am | MAIN STAGE

Security Measures Best Practice

10:30 – 11:00 am | RETAIL IN FOCUS

What's Next for DTC Brands in Stores

10:30 – 11:00 am | HEALTH & WELLNESS CENTER

The 360-Degree Wellness Experience

Exploring the ways in which lifestyle brands can work and thrive together to create a 360-degree wellness experience to attract customers

SPEAKER

Lily Kunin

Founder

Clean Market

New York, NY

10:30 – 11:00 am | **FOOD & FUN**

Master Class: Yelp

Learn how to increase exposure, master the world of online reviews, and put your best foot forward on Yelp for your retail or dining property.

SPEAKER



Ali Schwartz
Senior Local Business Partner
Yelp, Inc.
New York, NY

11:00 – 11:30 am | **MAIN STAGE**

Public/Private Partnerships

MODERATOR

Hara Perkins
Director
Goulston & Storrs
New York, NY

PANELISTS

Rohan Mehra
Principal
The Prusik Group
New York, NY

Kate Van Tassel
Director of Development Services
Denham Wolf
New York, NY

11:00 – 11:30 am | **RETAIL IN FOCUS**

How to Successfully Expand in a Foreign Market

Global Exchange Session

11:00 – 11:30 am | **TECH CONNECT - CRYSTAL PALACE**

What 5G Means for your Property, and How to Prepare

As mobile phone operators rapidly update their infrastructure to prepare for 5G capability, so too should landlords and property owners be preparing. In this session, gain a deeper understanding of what 5G will empower in the built environment (specifically in retail, commercial office, and mixed-use environments) and how your property can be readying to take full advantage.

SPEAKERS



John Meko
Director of Engineering - North America
WiredScore
New York, NY



Tom Redmayne
Senior Director, Corporate
Development - North America
WiredScore
New York, NY

11:30 am – 12:00 pm | **MAIN STAGE**

Reinvigorating a Brand and What's Next for the Store

11:30 am – 12:00 pm | **RETAIL IN FOCUS**

Unexpected Partnerships & Acquisitions

11:30 am – 12:00 pm | HEALTH & WELLNESS CENTER

The Retail Model of Spas & Wellness

Take a look at the real estate strategies of these wellness concepts and find out from their founders how a “retailized” business model is setting them up for success in New York.

SPEAKERS



Amy Lin Ling
 CEO & Co-Founder
 Sundays
 New York, NY



Adam Ross
 Co-Founder
 Heyday Skincare
 New York, NY

11:30 am – 12:00 pm | TECH CONNECT - CRYSTAL PALACE

The Next Generation of Smart Buildings

From robotics to machine learning, there’s a whole new generation of technologies being utilized to make our built environment more efficient, safer, healthier, and more enjoyable. Learn about a few of the technologies having the most impact on property operations today and into the future.

SPEAKERS



Robyn Beavers
 CEO
 Blueprint Power
 New York, NY

Travis Deyle
 Founder & CEO
 Cobalt Robotics
 San Jose, CA

12:00 – 12:30 pm | Special Events Hall

Lunch Served

No lunch service after 12:30 pm.

12:30 – 12:45 pm | Special Events Hall

Welcome Remarks & CEO Report



Tom McGee
 President & CEO
 ICSC
 New York, NY

12:45 – 1:45 pm | Special Events Hall

Keynote Panel

2:00 – 2:30 pm | MAIN STAGE

Capital Markets

SPEAKER

David Robinov
 Managing Director
 The Ackman-Ziff Real Estate Company
 New York, NY

2:00 – 2:30 pm | RETAIL IN FOCUS

Trends in Store Innovation: Highlights from the New York Deal Making Retail Tours & Beyond

2:00 – 2:30 pm | TECH CONNECT - CRYSTAL PALACE

From Front of House to Back, How Mobile is Changing Retail

SPEAKER



Phil Granof
CMO
NewStore

2:30 – 3:00 pm | RETAIL IN FOCUS

Inside a Brand with Stores Gen Z Loves

2:30 – 3:00 pm | HEALTH & WELLNESS CENTER

Case Study: Buxton & CityMD

Take a deep dive into the partnership between Buxton and CityMD to learn about how the healthcare industry is evolving, and what that means for site selection.

PRESENTERS



Nedal Shami, MD
Chief Growth Officer
CityMD
New York, NY



Bill Stinneford
Senior Vice President
Buxton
Fort Worth, TX

2:30 – 3:00 pm | TECH CONNECT - CRYSTAL PALACE

The Location Data Driving Store Placement

Today's winning retailers are using spatial data and location-based consumer insights to make better decisions about store placements. From two leaders in the space, learn to speak a retailer's data-driven language and better understand the numbers guiding their brick-and-mortar strategies.

SPEAKERS



Matt Forrest
Director of Spatial Data Science
Carto
New York, NY



Joe Lee
CEO & Founder
Locate.ai
San Francisco, CA

3:00 – 3:30 pm | MAIN STAGE

Sustainability

SPEAKER

Chris Littrell, MBA
Senior Director of Real Estate - Global NikeDirect
Nike
Portland, OR

3:00 – 3:30 pm | RETAIL IN FOCUS

Setting Up In-Store Pickup

3:00 – 3:30 pm | TECH CONNECT - CRYSTAL PALACE

How to Cultivate a Culture of Innovation in your Organization

Technology-focused teams are often lauded for their ability to work in a way that prioritizes innovation and efficiency. Unfortunately, what works for a group of software developers doesn't necessarily translate as impactfully to other teams, like operations, sales, marketing, or management. In this session, learn how your company can empower an organization-wide culture of creativity and collaboration that generates transformative results.

MODERATOR


Pano Anthos

Founder & Managing Director

XRC Labs

New York, NY

SPEAKER

Lockie Andrews

Chief Digital Officer

UNTUCKit

New York, NY

3:30 – 4:00 pm | MAIN STAGE

Un-Paving Paradise: The Future of Parking Lots and Mobility

3:30 – 4:00 pm | RETAIL IN FOCUS

Holiday 2019 Trends by the Numbers

Stephanie Cegielski

Vice President, Public Relations

ICSC

New York, NY

3:30 – 4:00 pm | HEALTH & WELLNESS CENTER

Redesigning Health

5:00 – 6:30 pm | River Pavilion

Opening Reception

THURSDAY, DECEMBER 12

7:00 am – 3:00 pm | North & South Concourse

Registration

7:00 – 8:30 am | North Concourse

Coffee Service

8:00 – 3:00 pm | Level 3, 1E Hall, Crystal Palace

Deal Making

Be sure to visit these destinations: Food & Fun, Health & Wellness Center, Outlet Centers, Retail in Focus, Retailer Central (Level 3 show floor) and Tech Connect (Crystal Palace).

9:00 – 9:45 am | MAIN STAGE

What ICSC's 4 Under 40s predict for 2020

SPEAKERS

Carren Coston

Director of Real Estate
Shake Shack
New York, NY



Whitney Livingston, CRRP

COO
Centennial Real Estate, LLC
Dallas, TX



Daniel Katz

Managing Partner
Katz Properties Retail
New York, NY



Joseph Tichar

Co-Founder, President & COO
Raider Hill Advisors
New York, NY

9:00 – 10:00 am | TECH CONNECT - CRYSTAL PALACE

Proptech Perspective

Leading proptech investors weigh in on the technologies and trends exciting them most.

SPEAKERS



Zachary Aarons

Co-Founder & Partner
MetaProp VC
New York, NY



Andrea Jang

Growth Lead, Americas
JLL Spark
New York, NY



Dan Wenhold

Principal
Fifth Wall Ventures
Los Angeles, CA

9:30 – 10:00 am | RETAIL IN FOCUS

How to Court Non-traditional Retail Tenants

9:30 – 10:00 am | HEALTH & WELLNESS CENTER

Women's Wellness: A Booming Industry

The focus on “her” has come to the forefront in the retail industry – and health care too. Meet the new health practices in New York that are catering to women, and find out why accessible dedicated healthcare for women is booming in a big way.

9:30 – 10:00 am | FOOD & FUN

Is Location-Based Entertainment the Future?

Earlier this year, Unibail-Rodamco-Westfield announced a global partnership with The VOID, a location-based immersive virtual reality experience that was co-created by a former magician, Curtis Hickman. For this session, Hickman and URW's Executive VP of International Leasing, David Ruddick, will discuss their partnership and offer thoughts on the broader opportunity in new entertainment concepts for traditional retail properties.

SPEAKERS



Curtis Hickman
Co-Founder & Chief Creative Officer
The Void
Provo, UT



David Ruddick
Executive Vice President & Group Director
of International Leasing
Unibail-Rodamco-Westfield
Los Angeles, CA

10:00 – 10:30 am | MAIN STAGE

What Retailers Want Landlords to Know

MODERATOR



Val Richardson, CRX, CLS
Past ICSC Chairman
Vice President, Real Estate
The Container Store
Coppell, TX

PANELIST



David Krueger
ICSC Trustee
Senior Vice President, Growth & Development
Ulta Beauty
Bolingbrook, IL

10:00 am – 12:00 pm | TECH CONNECT - CRYSTAL PALACE

Startup Showcase

Discover the platforms and people shaping the future of retail real estate in our first-ever Startup Showcase. First hear from a panel of leading VCs and investors, before early-stage startup founders take the stage to pitch their business. Following the Showcase, network with the founders on the Tech Connect show floor.

PARTICIPATING COMPANIES

Brain of the Store

by REVEAL

Endear

FaceNote

Fillogic

FindMine

Forge

Occupier

10:30 – 11:00 am | HEALTH & WELLNESS CENTER

Community & Fitness

Fitness studios grow in popularity quickly in New York, thanks to their community mindset, attractive amenities and focus on hospitality. Hear from three fitness studios leaving their mark in New York and beyond on how they compete with the big dogs.

SPEAKER

Ashley Camerini

Chief Business Officer
Rumble
New York, NY

11:00 – 11:30 am | RETAIL IN FOCUS

New York City Store Case Study: CAMP

SPEAKER

Charles Kwalwasser

Chief Commercial Officer
CAMP
New York, NY

11:00 – 11:45 am | MAIN STAGE

The Cannabis Craze

SPEAKER



Bridget Hill-Zayat

Counsel
Hoban Law Group
Washington, DC

11:30 am – 12:00 pm | HEALTH & WELLNESS CENTER

The Retailization of Healthcare Systems

PRESENTERS

Steve Barry

President
Rendina Healthcare Real Estate
Jupiter, FL

Kelly Fulton, RN

Senior Vice President
RJW Barnabas Health Physician Services
New York, NY



Katie Jacoby

Executive Vice President,
Strategy & Development
Anchor Health Properties
Philadelphia, PA

James A. Schmid, III

Chief Investment Officer
Anchor Health Properties
Philadelphia, PA

11:30 am – 12:00 pm | **FOOD & FUN**

How Technology is Transforming Restaurants

SPEAKER



Andrew Rigie
Executive Director
NYC Hospitality Alliance
New York, NY

12:00 – 12:45 pm | River Pavilion

Lunch Served

3:00 pm

Deal Making Adjourns

For the most updated program details, view the online schedule.

PROGRAM PLANNING COMMITTEE

David Rabinowitz, New York Deal Making Program Planning Committee Chair Goulston & Storrs

Jamie Bourbeau, New York Deal Making Program Planning Committee Co-Chair, Macerich

Jacqueline Fabrizio, Louis Vuitton

Stan Glantz, CRX, CDP, Katz Properties

Jason Richter, CRX, CLS, Capricorn Asset Management

Mary Rottler, Seritage Growth Properties

Michael Seaman, Target Corporation

Dovid Spector, National Realty & Development Corp.

Robert Wingrave, Time Retail Partners

Chris Littrell, Nike

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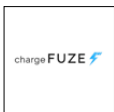
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