**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

*Course eligible for Broker Continuing Education (CE) credit for New York State.
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

*Course eligible for Broker Continuing Education (CE) credit for New York State.
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.

INSTRUCTOR
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 Inserra
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)

*Course eligible for Broker Continuing Education (CE) credit for New York State.
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
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
THANK YOU TO OUR SPONSORS

Global

CUSHMAN & WAKEFIELD

North American

Health & Wellness Center Presenting Sponsor

Silver

Bronze

Opening Reception

VRN Reception Host

VRN Reception Gold Sponsors

Charging Stations

Supporting Associations

#ICSCNYDM