



# Southern California Idea Exchange

Anaheim Convention Center  
Anaheim, CA  
February 28, 2019  
#ICSC

# Southern California Idea Exchange

## THURSDAY, FEBRUARY 28

### Registration

8:00 am – 5:00 pm

» Level Three – Ballroom Lobby

### ICSC First-Timers, New Member and Student Orientation Breakfast

8:30 – 9:30 am » Room 303A

If you're a new ICSC member or this is your first Southern California Idea Exchange, ICSC Team Members and ICSC Ambassadors will be on-hand to tell you how to make the most out of your conference experience.

#### FACILITATORS



#### **John B. Gabriel, CRX, CLS**

Senior Vice President of Real Estate  
Fitness International, LLC  
Irvine, CA



#### **Christopher Wilson**

Executive Vice President  
JLL  
Los Angeles, CA

### Networking Breakfast

9:00 – 10:00 am

» Level Three – Ballroom Lobby

No breakfast service after 10:00 am.

### Welcome and Introduction to the Program

10:00 – 10:15 am » Ballroom A



#### **Shauna Mattis**

ICSC 2019 Southern California  
Idea Exchange Program Planning  
Committee Chair  
Senior Vice President  
JLL  
Los Angeles, CA



#### **Lee Ann Fineberg**

ICSC 2019 Southern California  
Idea Exchange Program Planning  
Committee Co-Chair  
Broker  
Epsteen & Associates  
Marina Del Rey, CA

### General Session

10:15 – 11:45 am » Ballroom A

### Leveraging the Convergence of “Cool” and “Credit” Tenants in the Current Retail Landscape

An engaging dialogue with landlords and tenants on how they view the convergence of new and trendy retail concepts with traditional/established retail concepts, how they evaluate their sustainability and where they see the landscape evolving in balancing new concepts with traditional credit tenancy.

#### MODERATOR

#### **Philip Otto**

President  
Otto Design Group  
Los Angeles, CA

#### PANELISTS



#### **Michael Abbate**

Vice President, Store Development  
Starbucks Coffee Company  
Fountain Valley, CA



#### **Ashley Marlowe**

Senior Director, Real Estate  
Equinox  
Sherman Oaks, CA



#### **Bret Nielsen**

Senior Vice President, Leasing and  
Asset Management  
Caruso  
Los Angeles, CA



#### **Ryan Smith**

Executive Vice President, Investments  
Western US  
Hackman Capital Partners  
Los Angeles, CA

### Lunch Served

12:00 – 12:45 pm » Ballroom D-E

No lunch service after 12:45 pm.

### Government Relations Update

12:45 – 1:00 pm » Ballroom D-E



#### **Herb Tyson**

Vice President, State and Local  
Government Relations  
ICSC  
Washington, DC

### Retailers' Runway

1:00 – 2:30 pm » **Ballroom D-E**

#### Reinventing the Brick-and-Mortar Experience in Southern California

Join our expert retailers as they offer insight and discuss emerging trends of the “new look of brick-and-mortar.” Including new concepts, the future of the store and how retailers are adjusting their site criteria and growth strategies to get ahead in today’s market.

MODERATOR



**James Cook**

Americas Director of Research, Retail  
JLL  
Danville, IN

### Deal Making

2:30 – 4:30 pm » **Ballroom B-C**

### Member-Hosted Reception

3:30 – 5:00 pm » **Ballroom A**

### Meeting Adjourns

5:00 pm

*Program information current as of February 14, 2019.*

## Plan to Attend!

### Monterey Conference & Deal Making

March 7 – 8, 2019

Monterey Conference Center

Monterey, CA

[www.icsc.org/2019N1](http://www.icsc.org/2019N1)

# Southern California Idea Exchange

## Thank You to Our Sponsors

### Platinum

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**Leasing:** Seeking tenants in neighborhood centers in Southern California and Metro Washington, DC

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Progressive Real Estate Partners  
Retail Design Collaborative  
REZA Investment Group  
Strategic Retail Advisors  
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### Divisional Volunteer Leadership

**William B. Horner, CRX**, ICSC Trustee and Western Division Vice President, Fitness International, LLC

**Gregory Valladao**, ICSC Western Division Government Relations Committee Chair, Cushman & Wakefield, Inc.

**Christine Firstenberg**, ICSC Western Division P3 Private Chair, Metrovation

**Kirsten Hall**, ICSC Western Division P3 Public Chair, City of Peoria

**Alesha Shemwell**, ICSC Western Division Innovation Chair, Bellevue Square Managers, Inc.

**Jim Reynolds**, ICSC Western Division Retail Chair, Great Clips, Inc.

**Mitchell Hernandez**, ICSC Western Division Next Generation Chair, Beta Retail, Inc.

### State Volunteer Leadership

**Scott Burns**, ICSC Southern California State Director, JLL

**Brian Huben, Esq.**, ICSC Southern California Government Relations Committee Chair, Ballard Spahr, LLP

**Scott Grossfeld**, ICSC Southern California P3 Private Chair, Cox Castle Nicholson, LLP

**Mike Lee**, ICSC Southern California P3 Public Chair, City of Moreno Valley

**Vicky Hammond**, ICSC Southern California Operations Chair, Coreland Companies

**Christopher Kiehler, CLS**, ICSC Southern California Retail Chair, Burlington Stores

**Natalie Pebbles**, ICSC Southern California Next Generation Chair, Jersey Mike's Franchise Systems

### Program Planning Committee

**Shauna Mattis**, ICSC 2019 Southern California Idea Exchange Program Planning Committee Chair, JLL

**Lee Ann Fineberg**, ICSC 2019 Southern California Idea Exchange Program Planning Committee Co-Chair, Epsteen & Associates

**Deborah Adams**, Capital Realty, Inc.

**Renee Barot**, Retail Design Collaborative

**Ramez Barsoum**, REZA Investment Group

**Kate Berry**, Commercial West Brokerage, Inc.

**Heather Borges**, CAM Services

**Terry Bortnick**, Argent Retail Advisors

**Jamie Brooks**, CBRE

**Constance Cashin, CRX, CLS**, Cashin Marketing Consultants

**Clare Collins**, University of Southern California

**Greg Fisher**, Present Value Properties, Inc.

**Maryl Haire Binney**, Highland Partners

**Christopher Kehl**, SRS Real Estate Partners

**Gretchen Lastra**, Progressive Real Estate Partners

**Zach Leffers**, SRS Real Estate Partners

**Trudi Lesser, Esq.**, Law Offices of Trudi J. Lesser

**Rosa de Luna**, Primestor Development, Inc.

**Justin McMahon**, CBRE

**Jennifer Meade, CRX, CLS**, Beta Retail, Inc.

**Spencer O'Donnell**, Colliers International

**Terrison Quinn**, SRS Real Estate Partners

**Dannon Shiff**, Macerich

**Pedro Vazquez**, Guitar Center, Inc.

**Nelson Wheeler**, Strategic Retail Advisors

**Tracey Zimmerman**, Hanley Investment Group Real Estate Advisors

# Exhibitors

## Platinum Sponsor Table

### Reliable Properties, Acquisitions and Leasing

Phone: +1 323 653 3777  
Contact: Bonnie McKinney

## Deal Making Tables

### 7 Leaves Café

**Table: 1**  
Contact: Sonny Nguyen

### Affinity Painting Company, Inc.

**Table: 2**  
Phone: +1 626 966 6600  
Contact: Albert Abad

### Architects Orange

**Table: 3**  
Phone: +1 714 639 9860  
Contact: Rob Budetti

### Arco AM/PM and Shell by Marathon Petroleum

**Table: 4**  
Phone: +1 951 249 9076  
Contact: Shane Allison

### Argent Retail Advisors, Inc.

**Table: 5**  
Phone: +1 949 306 591  
Contact: Terry Bortnick

### Associated Group Holiday Décor

**Table: 6**  
Phone: +1 714 558 6100  
Contact: Patricia Neill, CRX, CMD

### Brixmor Property Group

**Table: 7**  
Phone: +1 407 903 2905  
Contact: Brian Baker

### Broken Yolk Café

**Table: 8**  
Phone: +1 858 740 9554  
Contact: Valerie McCartney

### Brookfield

**Table: 9**  
Phone: +1 213 330 8086  
Contact: Chris Branden & Rachael Zanetos

### Burgerim

**Table: 10**  
Phone: +1 818 857 2324  
Contact: Stefan Siegal

### CAM Services

**Table: 11**  
Phone: +1 800 576 3080  
Contact: David A. Herrera

### CBRE

**Table: 12**  
Phone: +1 949 725 8449  
Contact: Jeff Moore

### Chicago Title

**Table: 13**  
Phone: +1 949 623 3031  
Contact: Hanna Searl

### Circle K

**Table: 14**  
Phone: +1 951 270 5144  
Contact: Neil Fitzsimons

### City of Anaheim's Economic Development Team

**Table: 15**  
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Contact: Jessica Gonzales

### City of Baldwin Park

**Table: 16**  
Phone: +1 262 960 4011 Ext. 495  
Contact: Victor Viramontes

### City of Bellflower

**Table: 17**  
Phone: +1 562 804 1424  
Contact: James Della Longa

### City of Fountain Valley

**Table: 18**  
Phone: +1 714 794 7219  
Contact: Maggie Le

### City of La Habra

**Table: 19**  
Phone: +1 562 383 4111  
Contact: Miranda Cole-Corona

### City of Moreno Valley

**Table: 20**  
Phone: +1 951 413 3460  
Contact: Mike Lee

### City of Newport Beach

**Table: 21**  
Phone: +1 949 644 3200  
Contact: Lauren Wooding  
Whitlinger

### City of Perris

**Table: 22**  
Phone: +1 951 943 6100, Ext. 264  
Contact: Michele Ogawa

### City of San Jacinto

**Table: 23**  
Phone: +1 951 487 4330 Ext. 359  
Contact: Tara Magner

### The Clover Company

**Table: 24**  
Phone: +1 310 815 8611  
Contact: Patrick Hilhooly

### Colliers International

**Table: 25**  
Phone: +1 303 745 5800  
Contact: Jay Landt

### Coreland Companies

**Table: 26**  
Phone: +1 714 573 7780  
Contact: Vicky Hammond

### Cypress Retail Group

**Table: 27**  
Phone: +1 805 499 1804  
Contact: Matt Haas

### Dunkin'/Baskin Robbins

**Table: 28**  
Phone: +1 951 206 7634  
Contact: Laurie New

### Epsteen & Associates

**Table: 29**  
Phone: +1 310 451 8171  
Contact: Jason Gordon

### Evergreen Devco, Inc.

**Table: 30**  
Phone: +1 602 808 8600  
Contact: Rogg Collins

### The Festival Companies

**Table: 31**  
Phone: +1 310 665 9612  
Contact: Marisa Koven

### Great Clips

**Table: 32**  
Phone: +1 619 246 8578  
Contact: Tricia Belgallego

### Greg Epstein Photography

**Table: 33**  
Phone: +1 818 645 8395  
Contact: Greg Epstein

### Handel's Homemade Ice Cream

**Table: 34**  
Contact: Keith Kesler

### Hanley Investment Group

**Table: 35**  
Phone: +1 949 585 7610  
Contact: Ed Hanley

### HdL Companies

**Table: 36**  
Phone: +1 714 879 5000  
Contact: Barry Foster

### illi Commercial Real Estate

**Table: 37**  
Phone: +1 818 501 2212  
Contact: Todd Nathanson

### Ira Spilky & Associates

**Table: 38**  
Phone: +1 310 200 6177  
Contact: Ira Spilky

### The Irvine Company

**Table: 39**  
Phone: +1 949 720 3170  
Contact: Melanie Arguello

### Jack in the Box

**Table: 40**  
Phone: +1 818 399 4147  
Contact: Ronia Lutfi

### JAG Architecture

**Table: 41**  
Phone: +1 949 752 9333  
Contact: Gene Rascon

### Jersey Mike's Franchise Systems, Inc.

**Table: 42**  
Phone: +1 732 223 4044  
Contact: Natalie Pebbles

### JLL

**Table: 43**  
Phone: +1 310 473 4424  
Contact: Shauna Mattis

# Exhibitors

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Contact: Greg Jones

**JuneShine****Table: 45**

Phone: +1 818 263 7273

Contact: Kevin Newburg

**Kennedy Wilson****Table: 46**

Phone: +1 310 887 6242

Contact: Ed Sachse

**Kimley-Horn and Associates, Inc.****Table: 47**

Phone: +1 714 939 1030

Contact: Kelsey Neipris

**KW Commercial****Table: 48**

Phone: +1 714 392 0806

Contact: Mel Wagstaff

**Lewis Retail Centers****Table: 49**

Phone: +1 909 946 7585

Contact: Wayne Williams

**Little****Table: 50**

Phone: +1 949 698 1408

Contact: James Farnell

**Lundin Development Co.****Table: 51**

Phone: +1 562 592 6005

Contact: Flavia Frattali

**MAIN + MAIN, INC.****Table: 52**

Phone: +1 949 250 4088

Contact: Kristin Avjian

**Matthews Real Estate****Investment Services™****Table: 53**

Phone: +1 310 919 5737

Contact: Michael Pakravan

**Meridian Pacific, Ltd.****Table: 54**

Phone: +1 415 789 5530

Contact: Gary L. Pinkston

**Murrieta Crossings****Table: 55**

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Contact: Hugo Cosio

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Contact: J.C. Casillas

**Omega Environmental  
Services, Inc.****Table: 57**

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Contact: Steve Rosas

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Phone: +1 800 974 4575

Contact: David Herrera

**Panda Restaurant Group****Table: 59**

Phone: +1 626 799 9898

Contact: Susan Wong

**Parkview Financial****Table: 60**

Phone: +1 310 996 8999

Contact: Larry Perry

**Phantom Fireworks****Table: 61**

Phone: +1 951 680 9796

Contact: Maurice Dym

**Primestor****Table: 62**

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Contact: Rosa De Luna

**Primior****Table: 63**

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**Royal Oak Property Services****Table: 69**

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Contact: Joe Jaworski

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Company****Table: 70**

Phone: +1 800 549 4661

Contact: Kevin McConnell

**Sonic Drive In****Table: 71**

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Contact: Joe Morian

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Contact: Terrison Quinn

**Starbucks****Table: 73**

Phone: +1 714 885 3981

Contact: Sharay Chang

**Sport Clips Haircuts****Table: 74**

Phone: +1 469 236 0918

Contact: Shea Laffere

**Subway****Table: 75**

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Contact: Danny Cheng

**Supercuts****Table: 76**

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Contact: Bert Trolesi

**SVN Vanguard****Table: 77**

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Contact: Cameron Irons

**United Paving Co.****Table: 78**

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Contact: Tracie Moran

**Universal Site Services, Inc.****Table: 79**

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Contact: Shilo McGrew

**VMI Architecture, Inc.****Table: 80**

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Contact: Shelly Pintabona

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**Wireless Telematics, LLC****Table: 82**

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Contact: Scott Borrmann

**The Woodmont Company****Table: 83**

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Contact: Emily Iseminger

**Xponential Fitness****Table: 84**

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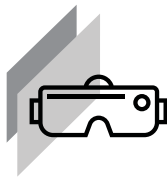
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