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Mid-Atlantic Conference & Deal Making

Gaylord National Resort & Convention Center
National Harbor, MD | March 2 – 3, 2020



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MONDAY, MARCH 2

Registration

8:00 am – 6:30 pm

► [Prince George's Exhibit Hall Pre-function](#)


Women's Networking Brunch

10:00 – 11:00 am


► [Potomac Ballroom Pre-function](#)

Leaders in the retail and real estate industries will offer insight into how they got where they are today, and share strategies for finding success on your own unique career path.


MODERATOR

 **Michele Cohen**
Principal
Miles & Stockbridge

SPEAKERS

 **Melina Cordero**
Managing Director, Retail
Capital Markets
CBRE

 **Rachel Fikre**
Store Development Manager
Mid-Atlantic
Starbucks

 **Jami Passer**
Chief Investment Officer
EDENS

 **Lisa Renshaw**
President
Penn Parking

Professional Development Workshop: Leasing Strategies for Difficult Spaces

10:00 – 10:45 am

► [Potomac Ballroom 1 – 2](#)

Analyze effective techniques that focus on evaluating, prospecting and merchandising your space to its maximum potential in order to fill your shopping center vacancies.

SPEAKER

 **Nick A. Egelanian**
Founder and President
SiteWorks Retail Real Estate Services


Professional Development Workshop: The Law and The Lease


10:45 – 11:30 am

► [Potomac Ballroom 1 – 2](#)

Gain a better understanding of the “why” behind many common lease provisions from both the tenant and landlord perspectives.

SPEAKERS

 **Anitra Androh**
Partner
Nelson Mullins Riley & Scarborough, LLP

 **Sharon Craig**
Partner
Lerch, Early & Brewer, CharteredP

 **June L. Marshall**
Senior Counsel
Holland & Knight, LLP

The Great Retail Real Estate Convergence

11:30 – 11:55 am

► [Potomac Ballroom 1 – 2](#)

The retail real estate industry is in the midst of a great convergence: the lines between physical and digital commerce are blurring; service providers are complementing retail tenants; and retail properties are being redeveloped to include other uses such as hotels, offices and multi-family housing. This session will discuss how these forces create both challenges and opportunities as the industry evolves to cater to the needs of a demanding twenty-first century consumer.

SPEAKER

 **Chris Gerlach**
Director of Research
ICSC


Succeeding in the Mid-Atlantic's Unique Consumer Landscape


11:55 am – 12:30 pm

► [Potomac Ballroom 1 – 2](#)

A look at how transient, diverse, and highly mobile populations uniquely impact physical retail in the Mid-Atlantic region.

SPEAKERS

 **Philippe Lanier**
Principal
Eastbanc, Inc.

 **Keith Sellars**
President
Washington DC Economic Partnership



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Lunch

12:30 – 1:00 pm

▶ Potomac Ballroom C – D

ICSC State of the Industry Report

1:00 – 1:15 pm

▶ Potomac Ballroom C – D

SPEAKER



Leslie Fox
Senior Vice President of
Membership & Strategy
ICSC

**Keynote: World's Gone Crazy:
The Age of Disruption**

1:15 – 2:00 pm

▶ Potomac Ballroom C – D

Transformation in retail has caused untold disruption right across our industry. But there's good news: we're entering an era where brands are preparing to blow our minds.

SPEAKER



Howard Saunders
The Retail Futurist

Developer Runway

2:15 – 3:00 pm

▶ National Harbor 2 – 3

Discover what's in store for new developments across the region.

MODERATOR



Stuart Biel
Senior Vice President – Regional Leasing
Federal Realty Investment Trust

SPEAKERS



David Bramble
Managing Partner
MCB Real Estate



Jessica Bruner
Managing Director
EDENS



Andrew Kabat
Vice President, Market Officer
Regency Centers



Stacy Plotkin Silber
Partner
Lerch, Early & Brewer

**Opportunity Zones: What the Regulations
Mean for Retail**

3:00 – 3:30 pm

▶ National Harbor 2 – 3

Learn what the new opportunity zone regulations really mean for retail and real estate in the region.

SPEAKER



Molly Bryson
Partner
Ballard Spahr

Break

3:30 – 3:45 pm

Retailer Runway

3:45 – 4:45 pm

▶ National Harbor 2 – 3

Hear directly from retailers pitching their expansion plans. View list of participating retailers at www.icsc.com/2020MA.

Opening Night Reception

4:45 – 6:30 pm

▶ Potomac Ballroom Pre-function

TUESDAY, MARCH 3**Registration**

7:30 am – 4:00 pm

▶ Prince George's Exhibit Hall Pre-function

Breakfast

8:00 – 9:00 am

▶ Prince George's Exhibit Hall

Deal Making & Retailer Central

8:30 am – 4:00 pm

▶ Prince George's Exhibit Hall

Lunch

12:00 – 12:30 pm

▶ Prince George's Exhibit Hall

Event Adjourns

4:00 pm

Sessions and speakers are subject to change.



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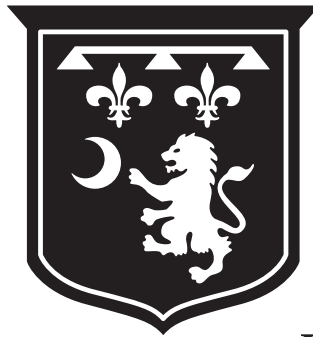
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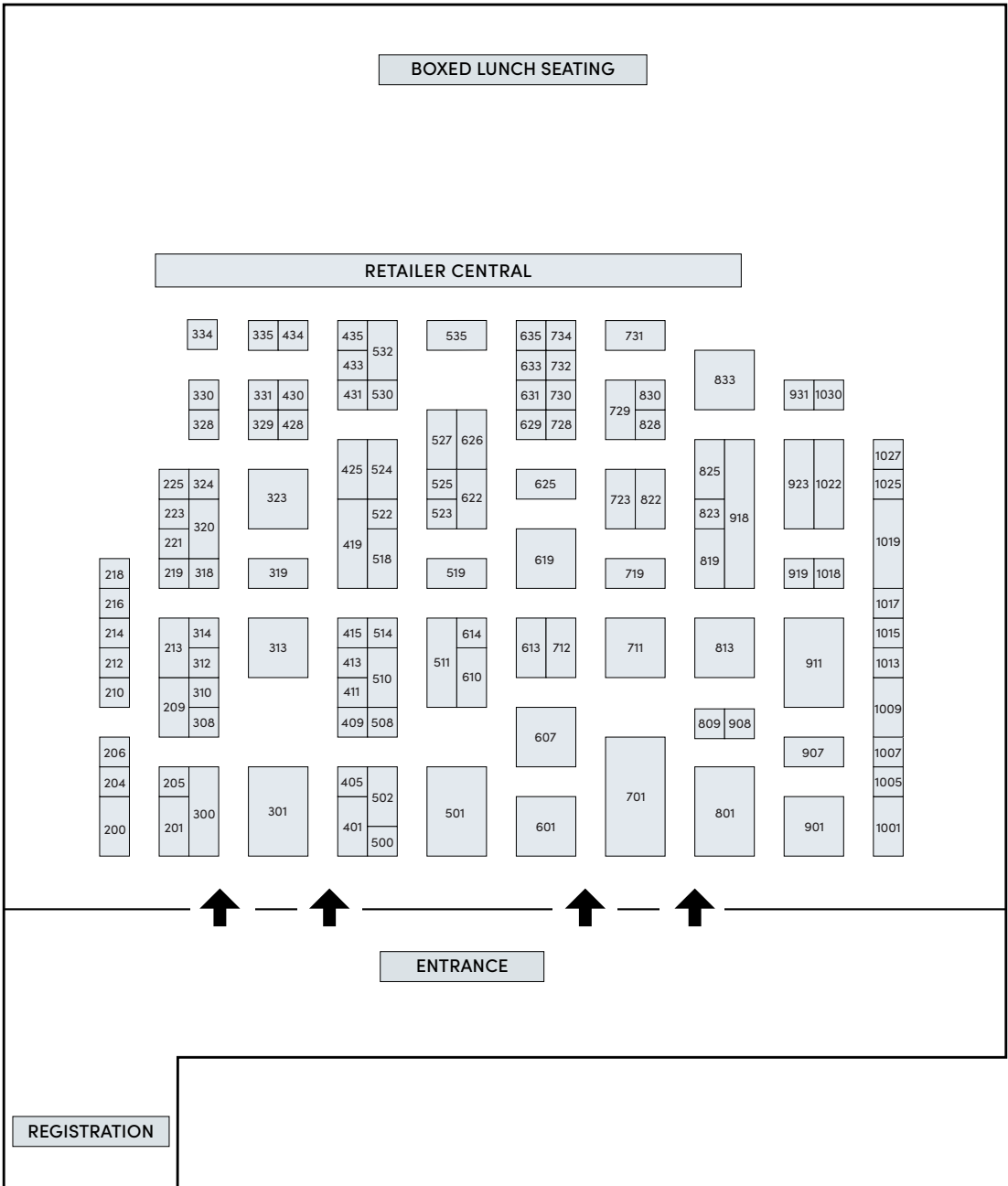


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Phone: +1 571 289 3920
www.lidl.com

Little Caesar Enterprises, Inc.
Contact: Rawley Shelton
Phone: +1 484 602 3701
www.littlecaesars.com

My Eye Dr.
Contact: Geri Welch
Phone: +1 410 739 7340
www.myeedr.com

Panda Restaurant Group, Inc.
Contact: Justine Davis-Solorzano
Phone: +1 626 464 4354
www.pandaexpress.com

Primrose Schools
Contact: Robert Rossman
Phone: +1 603 770 9868
www.primroseschools.com

Ratner Companies
Contact: Lacie Neill
Phone: +1 703 269 5400
www.ratnerco.com

Rite Aid Corporation
Contact: Paul Newlin
Phone: +1 610 489 8327
www.riteaid.com

RNR Tire Express
Contact: Jonathan Rose
Phone: +1 757 739 5100
www.rnrtires.com

Spirit Halloween Superstores
Contact: Sharon Bodden
Phone: +1 609 645 5761
www.spirithalloween.com

Sport Clips, Inc.
Contact: Keith Kostek
Phone: +1 804 513 7874
www.sportclips.com

Tommy's Express Car Wash
Contact: Robin Muir
Phone: +1 806 570 2874
www.tommys-express.com

The UPS Store, Inc.
Contact: Mark Johnson
Phone: +1 814 769 9525
www.theupsstore.com



Retail Opportunities to make your Mark in Bowie

Median Household Income over \$117,612
Average Household Income over \$138,355

Bowie is one of the largest cities in Maryland. Bowie is also an excellent business location, easily accessed from Washington D.C., Annapolis and Baltimore. Bowie's proximity to these major cities brings business and workforce into the area via Routes 3, 50 and 301. Bowie has more than 90 restaurants, 200 shops, and a dozen recreation opportunities. With this winning combination of location, access and amenities your business is certain to grow and succeed.

For space available details call:

Bowie Marketplace,
Brian Berman, 301.816.1555

Bowie Plaza,
Lance Marine, 703.905.0331

Bowie Town Center,
Steve Hardy, 614.887.5653

Collington Plaza,
Candace Gschwind, 513.292.2652

Free State Shopping Center,
Cooper Henry, 443.632.2085

Hilltop Plaza,
Michael Leon, 571.382.1205

Pointer Ridge Plaza,
Jim Farrell, 571.382.1229

For more information on ALL of Bowie's Opportunities, contact:

John Henry King, *Economic Development Director, City of Bowie, Maryland*

15901 Excalibur Road, Bowie, MD 20716

301.809.3042 | fax 301.809.2315 | jhking@cityofbowie.org