



Directory

# Southern California Idea Exchange

Long Beach Convention Center  
Long Beach, CA  
January 30, 2020

[www.icsc.com/2020SC](http://www.icsc.com/2020SC)

# Program

## THURSDAY, JANUARY 30

### Registration

8:00 am – 5:00 pm » Promenade Foyer

### First-Timers Orientation and Breakfast

8:30 – 9:30 am » Promenade 104

### Networking Breakfast

9:00 – 10:00 am » Promenade Foyer

No breakfast service after 10:00 am.

### Welcome Remarks

10:00 – 10:15 am » Promenade 104



#### Lee Ann Fineberg

Southern California Idea Exchange  
Program Advisory Committee Chair  
Broker  
Epsteen & Associates



#### Ramez Barsoum

Southern California Idea Exchange  
Program Advisory Committee Co-Chair  
Managing Director, Investment Sales  
REZA Investment Group, Inc.

### Navigating the Challenges of Retail Development and Repositioning in Southern California

10:15 – 11:45 am » Promenade 104

#### MODERATOR



#### Jeff Kreshek, CSM, CLS

Senior Vice President – West Coast Leasing  
Federal Realty Investment Trust

#### PANELISTS



#### Tony Humes

Founder & President  
The Dudes Brewing Company



#### Pamela Lent

Vice President, Real Estate Western Region  
ULTA Beauty



#### John Mehigan, CDP

Senior Vice President, Senior Market  
Officer  
Regency Centers



#### Jean-Paul Wardy

President  
CenterCal Properties, LLC

### Lunch Served

12:00 – 12:30 pm » Grand Ballroom

No lunch service after 12:30 pm.

### Government Relations Update: Split-Roll Ballot Measure

12:30 – 12:45 pm » Grand Ballroom



#### Rex Hime

President & CEO  
California Business Properties Association

### Retailer Runway

12:45 – 1:45 pm » Grand Ballroom

#### MODERATORS



#### Adam Handfield

Senior Associate  
SRS Real Estate Partners



#### Zach Leffers

Associate  
SRS Real Estate Partners

#### PARTICIPATING COMPANIES

7 Leaves Cafe

Arby's

Blink Fitness

Board & Brew

Buffalo Wild Wings

Carbon Health

Circle K

Dunkin'

Everytable

Fast5Xpress Car Wash

Grocery Outlet, Inc.

The Habit Burger Grill

KFC

Little Caesars

MIXT

Movita Juice Bar

My Salon Suite/  
Salon Plaza

Namco/PacMan Zone/  
PacMan Entertainment

Panini Kabob Grill

Planet Fitness

PROSE

Robeks Juice

Sherwin-Williams

Silverlake Ramen

Smart Parke

The Joint Chiropractic

Tommy's Express  
Car Wash

### Deal Making

2:00 – 4:00 pm » Hall B

### Member-Hosted Reception

4:00 – 5:00 pm » Promenade Plaza

### Meeting Adjourns

5:00 pm

*Sessions and speakers are subject to change.*

# Committee

## Division Volunteer Leadership

**William Horner**, CRX, ICSC Trustee and Western Division Vice President, LA Fitness

**Gregory Valladao**, ICSC Western Division Government Relations Committee Chair, SRS Real Estate Partners

**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 Agency, 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

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

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

## Program Advisory Committee

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

**Ramez Barsoum**, Southern California Idea Exchange Program Planning Committee Co-Chair, REZA Investment Group, Inc.

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

**Renee Barot**, rdc.

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

**Emily Day**, Heslin Holdings, Inc.

**Matt Hammond**, Coreland Companies

**Adam Handfield**, SRS Real Estate Partners

**Francesca Howard**, QIC Global Real Estate

**Spencer Johnson**, Epsteen & Associates

**Zach Leffers**, SRS Real Estate Partners

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

**Casey Mckeon**, Heslin Holdings, Inc.

**Marc Navarro**, DPI Retail

**Alan Sneider**, Primestor Development, Inc.

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

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Primestor Development Inc., established in 1992 and managed day-to-day by its founders, is a retail sector leader and socially conscious urban real estate brand that focuses on empowering the communities we serve through leasing, management, development, rehabilitation, and acquisitions. Its emphasis is strategically in dense, intense-use urban markets. It has managed close to a hundred commercial properties and currently manages three million square feet. The firm is working on nearly two million square feet of new development and oversees a portfolio of over seven hundred and fifty million. Recent work includes the launch of an

urban infill fund to build up underutilized properties in Latino neighborhoods, a massive commercial redevelopment at the historic Jordan Downs public housing complex in Los Angeles, and an initiative to explore the possibility of converting Primestor itself to an employee-owned business.



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generated a solid track record of improving commercial properties. Leasing: Seeking tenants in neighborhood centers in Southern California and Metro Washington D.C. Acquires: Single/double tenant, shopping centers or retail buildings in major metros

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### Arizona Partners

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### Azure Development

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and Bret Crutchfield

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### Coreland Companies

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### Cypress Retail Group

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### Dunkin' & Baskin-Robbins

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### Evergreen Development

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and Chris Bergen

### Faris Lee Investments

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### Fast5Xpress Car Wash

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### Greg Epstein Photography

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### Jersey Mike's Subs

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### Kimley-Horn & Associates, Inc.

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### LBG Real Estate Companies

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### Lewis Retail Centers

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### Little Caesars

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# Exhibitors

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## Los Angeles County Development Authority

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## Marathon Petroleum

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Contact: Gary Pinkston

## MIXT

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## Movita Juice Bar

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## MSE Landscape Professionals Inc.

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## My Salon Suite/Salon Plaza

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## Starbucks

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## Tauro Capital Advisors, Inc.

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## Tommy's Express Car Wash

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## Universal Site Services, Inc.

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*List current as of January 22, 2020*



# Western Conference & Deal Making

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