

Program



# Southern California Idea Exchange

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

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

# Southern California Idea Exchange

**New Decade, New Retail. What Does the Future Look Like for Retail in 2020 and Beyond?**  
Southern California Idea Exchange provides the ideal platform for networking and deal making. Gain insights from colleagues regarding new opportunities and emerging trends in the industry.

**THURSDAY, JANUARY 30**

## Registration

8:00 am – 5:00 pm

## First-Timers Orientation and Breakfast

8:30 – 9:30 am

## Networking Breakfast

9:00 – 10:00 am

No breakfast service after 10:00 am.

## Welcome Remarks

10:00 – 10:15 am



**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

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

10:15 – 11:45 am

### MODERATOR

**Jeff Kreshek, CSM, CLS**  
Senior Vice President – West Coast Leasing  
Federal Realty Investment Trust

### PANELISTS

**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

No lunch service after 12:30 pm.

## Government Relations Update: Split-Roll Ballot Measure

12:30 – 12:45 pm



**Rex Hime**  
President & CEO  
California Business Properties Association

## Retailer Runway

12:45 – 1:45 pm

## Deal Making

2:00 – 4:00 pm

Table space is limited. Visit [www.icsc.com/2020SC](http://www.icsc.com/2020SC) to reserve a Deal Making table.

## Member-Hosted Reception

4:00 – 5:00 pm

Corporate sponsorship opportunities are available. For more information, please visit [www.icsc.com/2020SC](http://www.icsc.com/2020SC).

## Meeting Adjourns

5:00 pm

*Sessions and speakers are subject to change.*

### 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

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

**Renee Barot**, Retail Design Collaborative

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

**Casey Mckee**, Heslin Holdings, Inc.

**Marc Navarro**, DPI Retail

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

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

# Southern California Idea Exchange

## THANK YOU TO OUR SPONSORS

### Platinum

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a certified Minority Business Enterprise



### Gold

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### Silver

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# Registration Form

## How to Register

Fax: +1 732 694 1800

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

Mail: ICSC

P.O. Box 419822

Boston, MA 02241-9822

## Registration Fee

	Advance	On-Site
Member*	\$195	\$245
Non-Member	\$375	\$425
Public Official Member	\$95	\$125
Student Member**	\$50	N/A

\*Must be an ICSC member or affiliate member—visit [www.icsc.com/membership](http://www.icsc.com/membership) or call +1 646 728 3800 to join.

\*\*On-site student registration is not available—advance registration is required.

## Deadlines

Advance registrations must be received by **January 23, 2020**.

## Cancellations

All cancellations are subject to a \$25 cancellation fee. Refunds will not be given for cancellations received after **January 23, 2020**.

## Accessibility

Anyone desiring an auxiliary aid for this meeting should notify **Julia Tiberio** at **+1 646 728 3598** no later than **January 15, 2020**.

## Continuing Education Credits

ICSC—Certified professionals earn 1.0 credit (A3) towards **CRRP** certification renewal.

## Terms, Conditions and Rules

This Registration Form is subject to ICSC Terms, Conditions and Rules for Event Registrants available at [www.icsc.com/event-terms-and-conditions](http://www.icsc.com/event-terms-and-conditions), which are hereby incorporated by reference.

Please Check One:  Member  Non-Member  Public Official Member  Student Member

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Your Membership I.D. # \_\_\_\_\_ (2020SC)

REQUIRED FOR NON-U.S. APPLICANTS: \_\_\_\_\_ Date of Birth \_\_\_\_\_ Country of Citizenship \_\_\_\_\_

Please check here if any of the above information has recently changed.

## Methods of Payment

No cash accepted in advance or on-site.

Check made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

# Deal Making Table Request Form



## When

Thursday, January 30, 2020  
2:00 – 4:00 pm

## Includes

6' x 30" draped table  
2 Chairs  
Company sign

## Who Qualifies

- Brokers representing Retailers
- Cities/Municipalities/Economic Development Agencies
- Developers/Owners
- Lenders
- Retailers
- Suppliers

## Guidelines

Exhibits must not hang over the edge of the table  
Exhibits must not rise more than 3' above the table  
No floor easels  
No electrical equipment  
No balloons  
One table per company

## Cost

There is no cost to reserve a table, but each person staffing the table must be an advance paid registrant.

## Deadline

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **January 6, 2020**.

## Availability

Tables are confirmed on a first-come, first-served basis. Submission of this form does not guarantee a table reservation.

## Notification

You will receive a Table Confirmation email from ICSC two weeks prior to the event if a table has been reserved for you. **If you do not receive an email regarding the status of your table request, please contact Julia Tiberio at +1 646 728 3598, or jtiberio@icsc.com.**

## Cancellation

Notify ICSC immediately if you must cancel.

## Contact/Please Return to

ICSC  
Julia Tiberio  
2020 Southern California Idea Exchange  
1251 Avenue of the Americas  
New York, NY 10020-1104  
Tel: +1 646 728 3598  
Fax: +1 732 694 1728  
Email: jtiberio@icsc.com

## Terms, Conditions and Rules

This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at [www.icsc.com/event-terms-and-conditions](http://www.icsc.com/event-terms-and-conditions), which are hereby incorporated by reference.

Name(s) of person(s) who will staff exhibit table		Title
Contact Name (person to be listed in the directory)		Title
Company		
Company name that should appear on sign		
City	State/Province	Zip/Postal Code
Telephone	Email	(2020SC)

REQUIRED FOR NON-U.S. APPLICANTS: \_\_\_\_\_  
Date of Birth Country of Citizenship

Please check here if any of the above information has recently changed

## Check All That Apply

- We are Retailers
- We are Brokers exclusively representing the following Retailers: \_\_\_\_\_
- We are Developers/Owners
- We are Lenders
- We are Suppliers
- We are a City/Municipality or Economic Development Agency
- We have registered for the **2020 Southern California Idea Exchange**
- We will notify ICSC immediately if we must cancel



# Sponsorship Form

Benefits	PLATINUM \$3,500	GOLD \$1,500	SILVER \$750
Company logo in Program*	■	■	■
Recognition on event website and all event related email communications	Hyperlinked Company Logo	Company Logo	Company Name
Reserved seating at Lunch	■		
Two dedicated project PowerPoint slides to display during Lunch	■		
25-word company description (subject to ICSC approval) in on-site Directory*	■		
Recognition on on-site Directory*	Company Logo	Company Logo	Company Name
PowerPoint display during Lunch and on break slides	Company Logo	Company Logo	Company Name
Company logo displayed on signage and at all breakfast stations*	■	■	
Company logo displayed on signage and at each lunch table*	■	■	
Company logo displayed on signage at reception*	■		
Sponsor ribbons that can be worn with your badge throughout the conference	■	■	■

\* Pending production deadlines.

### Deadline

January 6, 2020

### Sponsor Contact

Alan Sneider

Primestor Development, Inc.

Tel: +1 213 223 5530

Email: alansneider@primestor.com

### ICSC Contact

Julia Tiberio

Tel: +1 646 728 3598

Email: jtiberio@icsc.com

### Return completed form to:

Southern California  
Idea Exchange Sponsorship  
P.O. Box 419822  
Boston, MA 02241-9822

### Reminders

- Payment, by credit card or check payable to ICSC, must accompany the Sponsorship Form.
- Email your company logo (.jpeg and .eps format) to Julia Tiberio: jtiberio@icsc.com.

### Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at [www.icsc.com/event-terms-and-conditions](http://www.icsc.com/event-terms-and-conditions), which are hereby incorporated by reference

Please Check One:  Platinum  Gold  Silver

Company \_\_\_\_\_

Company name that should appear on sign \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ (2020SC-S)

REQUIRED FOR NON-U.S. APPLICANTS: \_\_\_\_\_  
Date of Birth \_\_\_\_\_ Country of Citizenship \_\_\_\_\_

Please check here if any of the above information has recently changed.

### Method of Payment

Check made payable to ICSC enclosed for \$ \_\_\_\_\_

MasterCard  Visa  AMEX  Discover \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Number (include all digits) \_\_\_\_\_ Expiration Date (month/year) \_\_\_\_\_

ICSC  
1251 Avenue of the Americas  
New York, NY 10020-1104

[www.icsc.com/2019SC](http://www.icsc.com/2019SC)