

Program



Florida Conference & Deal Making

Orange County Convention Center
Orlando, FL | August 25 – 27, 2019

#ICSC



www.icsc.org/2019FL

Florida Conference & Deal Making

Join more than 4,500 retail real estate professionals at the event that brings the industry together in one place, ICSC Florida Conference & Deal Making. In between expert-led sessions, you'll network, generate new business and spark new ideas to implement in our fast-paced industry.

SUNDAY, AUGUST 25

Registration

1:00 – 7:00 pm

Certified Retail Real Estate Professional (CRRP) Information Session

2:15 – 2:45 pm

Join us and learn about ICSC's new credential. Find out why earning this designation will help you increase your industry knowledge and become a more well-rounded professional. You will also receive information on the best way to prepare for the exam.



Karen M. Scott, CRRP
Senior Project Manager
CBRE

Professional Development Workshops

3:00 – 4:30 pm

A. Nine Creative Ways to Lease Your Vacancies Faster

Discover nine creative ways to lease space faster. With these tried-and-true, yet unique, measures to find new prospects, you will learn practical advice and methods for you to hit the ground running and fill vacancies. You will learn how to execute leases using Facebook prospecting, Craigslist listings, chamber memberships and more.

INSTRUCTOR



Beth Azor
President
Azor Advisory Services

B. Real Estate Finance 101*

Whether you are brand-new to the industry or have a few years' experience, it is always useful to learn and refresh financial concepts and terms used regularly in the industry. This session will focus on retail real estate financial principles, practices and terminology. You will also obtain a better understanding of shopping center business finances. *CRRP Course

Student Networking Event

3:00 – 4:30 pm

Join more than a dozen industry professionals for informal mingling and three 20-minute, small group mentoring conversations. Our mentors represent a wide range of companies and industry disciplines and stand ready to offer career advice to student attendees.

ICSC First-Timers, New Members and Students Exhibit Floor Walking Tour

4:30 – 5:00 pm

ICSC Team Members, ICSC Ambassadors and ICSC Volunteer Leaders will be on-hand to tell you how to make the most of your Conference experience. Join us for a tour of the exhibit floor to get your bearings.

Member-Hosted Reception

5:00 – 7:00 pm

Corporate sponsorship opportunities are available. For more information, visit www.icsc.org/2019FL or refer to the included Sponsor Form.

PARTICIPATE IN RETAILER CENTRAL ICSC Retailer Members can take advantage of a complimentary table in Retailer Central to promote their brand and discuss expansion plans with shopping center owners and developers. Participating retailers must complete a deal sheet that details their space requirements and expansion plans. Retailer Central exhibits must be staffed by retail employees. Reserve your table today—advance registration is required.

MONDAY, AUGUST 26

Registration

7:00 am – 5:30 pm

Smokin' Hot Breakfast

7:30 – 8:00 am

Enjoy breakfast with special "hair of the dog" additions. Mimosas and Bloody Marys will be on hand to ease you into your Monday agenda. Sponsored by Sleiman Enterprises.



Opening Remarks, Program Overview and Industry Update

8:00 – 8:15 am



Kane Morris-Webster, CCIM
Florida Conference & Deal Making
Program Planning Committee Chair
Senior Director
B+E



Eric Rapkin
ICSC Florida State Director
Chair, Real Estate Practice Group
Akerman, LLP



Leslie Fox
Senior Vice President, Membership
& Strategy
ICSC

Smokin' Hot Retailers on the Move

8:15 – 9:00 am

Join this dynamic retailer panel while learning about their brands, what they are up to, and their latest site requirements and expansion plans.

MODERATOR



Britta Eriksson
Florida Conference & Deal Making
Program Planning Committee
Co-Chair
Owner/Broker
Leaseconomics, LLC

PANELISTS



Chris Byam
Director of Real Estate
Kendra Scott



Randy Frank
Area Representative
BIGGBY COFFEE



Edward Keith
Co-Founder and CSO
Regymen Fitness



Chad Montgomery
Real Estate & Development Manager
Andretti Indoor Karting & Games

Special Industry Groups (SIGs)

9:15 – 10:30 am

Capital Markets

FACILITATOR



Lori Schneider
ICSC Southern Division Ambassador
Senior Vice President, Investments
Marcus & Millichap

PANELIST



Mark Thompson
CEO
GroceryAnchored.com

Development, Design and Architecture

MODERATOR



Paul Ajdaharian
Senior Vice President
Simon

PANELISTS

Kenneth Adams

Director, Project Management
CBRE



Stacy Berthon
Senior Vice President
HOAR



Erin Nellis
Director of Retail Development &
Construction
Tavistock



Jeff Suchan
Chief Development Officer
Cuhaci & Petersen

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Leasing

See list of topics on page 7.

MODERATORS



Dana Dowsett
Vice President
Southeast Retail Group



Sandi Rogacki
Leasing Associate
Woolbright Development

Property Management

See list of topics on page 8.

MODERATOR



Annette Aravena
Principal
CPM Services

Retailers

The Retailers SIG has been established by retailers, for retailers only. You must be employed by a retail company to attend. Brokers representing retailers do not qualify.

MODERATORS



Dan Depace
ICSC Southern Division Ambassador
Senior Director, Real Estate
Office Depot



Bridgid O'Connor
ICSC Southern Division Retail Chair
Director of Real Estate Strategy
Publix Super Markets, Inc.

P3 Public/Private Partnership

MODERATORS



David Barilla
ICSC Florida P3 Public Chair
Assistant Director
Downtown Development Board/
Community Redevelopment Agency
City of Orlando



Lynn Dehlinger
ICSC Florida P3 Private Chair
Senior Manager
Redevelopment Management
Associates, LLC

Industry Talent Overview: From Student to Emerging Professional

10:30 – 11:30 am

Students will have a chance to meet mentors from across the industry at this informal meet and greet and attend a short panel presentation on how to best launch and grow a retail real estate career.

Deal Making and Retailer Central

10:30 am – 5:30 pm

Exhibit space is available. For more information, visit www.icsc.org/2019FL.

Industry Spotlight Pop-Up Sessions

11:30 am – 4:30 pm

Come here for industry news from top leaders about finance, insurance, technology and more. These are 20-minute sessions with each leader and will be held in the back of the exhibit hall in our Pop-Up Theater.

◆ Medical Marijuana

11:30 am

SPEAKERS

Nicholas Hansen
Regional Director of Government
Affairs
MedMen



Tara Tedrow
Attorney-Shareholder
Lowndes

◆ Crash Course in Hard/Private Money

2:00 pm

SPEAKER



Alex Horn
Managing Partner
BridgelInvest

◆ Insurance

3:00 pm

SPEAKERS



Jamie Levenshon-Najman
Commercial Real Estate Producer
Hays Companies



David McBride
Executive Vice President
Hays Companies of Florida

◆ Retail Real Estate Through The Data Lens

4:00 pm

SPEAKER



Ethan Chernofsky
Vice President, Marketing
Placer.ai

Lunch Served

12:00 – 12:30 pm

No lunch service after 12:30 pm.

Keynote Presentation

12:30 – 1:30 pm



Vernice Armour, the first African American Female Combat Pilot, has a “Zero to Breakthrough Mentality” to ensure success in business and life. She energizes people to see obstacles as opportunities and conquer them at full speed.

Economic Update

2:30 – 3:30 pm

State of the Market from industry leader, Cushman & Wakefield and some of their top clients. They will explore where we are today and where we will be headed in the future.



Mark Gilbert
Vice Chairman
Cushman & Wakefield



Greg Masin
Senior Director
Cushman & Wakefield

Professional Development Workshops

3:30 – 5:00 pm

A. Urban Redevelopment: Reimagine and Rebuilding

Redevelopment can transform a whole neighborhood. Cities come alive through

innovative design and accessible, adaptable community spaces. This session will discuss how an integrated approach that addresses the environmental, structural and social aspects of communities can benefit your properties. Get insight on what it takes to successfully redevelop existing retail real estate properties for today's market.

B. Experience is Everything: New Rules for Driving Shopper Engagement

Join us for this session as we address how retail centers are achieving long-term value and increased NOI through the incorporation of experiential retail. This shift in strategy, when done right, will result in unique, memorable experiences, increased loyalty and connection, longer shopping times and repeat visits.

TUESDAY, AUGUST 27

Registration

7:30 am – 2:00 pm

Continental Breakfast

8:00 – 8:30 am

No breakfast service after 8:30 am.

Deal Making and Retailer Central

8:00 am – 2:00 pm

Retailer Pop-Up Sessions

9:30 – 11:30 am

Come to our Retailer Pop-Up Sessions to hear about exciting concepts and how they are moving to the next level. These are 20-minute sessions with each tenant and will be held in the back of the exhibit hall in our Pop-Up Theater.

◆ Master Brokerage

9:30 am

SPEAKER



Sherry Naquin Sanchez
Principal
Retail Solutions

Florida Conference & Deal Making

◆ Restaurant Market Update

10:00 am

SPEAKERS



Mike Kelly
Area Representative
Firehouse Subs



Greg Sausaman
CEO/CDO
Toppers Craft Creamery

◆ Medical in a Retail World

10:30 am

SPEAKERS



Jamie Goldberg
Vice President of Real Estate and
Development
One Medical



Eric Simon
Vice President of Franchise Sales and
Development
The Joint Chiropractic

◆ CDO Spotlight

11:00 am

SPEAKER



Richard Renninger
Chief Development Officer
Darden

Lunch Served

12:00 – 1:30 pm

No lunch service after 1:30 pm.

Conference Adjourns

2:00 pm

Program information current as of July 3, 2019.

REGISTRATION AND HOTEL INFORMATION

Registration Fees

	Advance	On-Site
Member*	\$400	\$500
Non-Member	\$800	\$1,000
Public Official Member	\$95	\$125
Retailer Member**	\$0	N/A
Student Member***	\$50	N/A

*Must be an ICSC member or affiliate member—visit www.icsc.org/membership or call +1 646 728 3800 to join.

**Advance registration is required—on-site complimentary registration is not available.
Third-party retail representatives are not eligible.

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

Deadline Advance registrations must be received by **July 25, 2019**

Hotel Reservations

A block of rooms has been reserved at:

Hilton Orlando

Rate: \$190 | Cut-Off Date: August 2, 2019

Hyatt Regency Orlando

Rate: \$190 | Cut-Off Date: August 2, 2019

Rosen Centre

Rate: \$149 | Cut-Off Date: August 2, 2019

To make a reservation, visit www.icsc.org/2019FL. For assistance, call +1 877 541 9876, or internationally at +1 312 527 7300.

Monday, 9:15 – 10:30 am **Leasing Roundtables**

#	Topic	Leader
1	Personal Branding and Social Media Marketing	Michael Mogerman, Trinity Commercial Group
2	Medical Tenants in Retail Settings	Jon Johnson, Equity Construction Solutions Ben McLeish, Equity LLC
3	Net Leased Investments: Whatever Happened to all That Talk About Rising Cap Rates?	Doug Aronson, Colliers International
4	Move Your Assets: Positioning Your Center to Add More Value	Deighton Babis, BDG Architects
5	Nuanced Issues in Real Estate Joint Venture Agreements	David Resnick, Bilzin Sumberg Baena Price & Axelrod, LLP
6	From Dream to Built - Development/Entitlement Process	Douette Pryce, Pryce Resources, LLC
7	Making Sense of Florida Demos to Sell the Site	Britta Eriksson, Leaseconomics, LLC
8	Leasing Trends In Northwest Florida	Shawn Maxey, Beck Partners
9	Why the Future of Retail is Mixed-Use	Britney Mroczkowski, BTI Partners
10	8 Creative Tips to Fill Vacancies Faster	Beth Azor, Azor Advisory Services, Inc.
11	Sell Like A [LinkedIn] All-Star	Courtney Saksefski, LandQwest Commercial
12	Sourcing Tenants	Cammi Goldberg, Courtelis Company
13	Sourcing Quality Retail Acquisitions from a Contrarian Perspective	Peter Crane, Sansone Group Adam Lubkin, Ibis Development Group
14	Creative Leasing for Strips and Malls	Kevin Hipes, Hipes Consulting & Brokerage
15	Leasing and Tenant Coordination... How to Successfully Partner to Find and Onboard New Tenants and Generate Repeat Business	Karen Scott, CBRE Skye Group
16	A Recipe for Landing the Game-Changer Restaurant	Rafael Romero, JLL
17	What You Should be Doing in Your First Five Years of Commercial Real Estate	Jeffrey Kalil, Woolbright Development
18	Leasing Reps - How to Get Your Foot in the Door	Eric Apple, Regency Centers Ricky Ostrofsky, Franklin Street
19	Internet Resistant Leasing	Patrick Berman, Cushman & Wakefield
20	Getting an Early Jump on New Development Leasing Opportunities	Craig Kopko, North American Properties
21	What Does NNN Mean?	Cynthia Shelton, LandQwest Commercial
22	Evolution of the Retail Bank Branch	Chris Kirschner, BDG Architects
23	Landlord Protections in Lease Provisions	Kristy Armada, Hackleman Olive & Judd PA

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Monday, 9:15 – 10:30 am **Property Management Roundtables**

#	Topic	Leader
1	Know Your Lease: Landlord's Role in Fire Protection. Inspection Differences Required by NFPA (National Fire Protection Association) vs. AHCA (American Health Care Association)	Mary Gentile, LandQwest Commercial Property Management
2	Low Hanging Fruit For Maintaining Buildings With Lean Budgets	Devon Newton, Stiles
3	Preventative Maintenance – Why it's Worth Every Ounce of Energy and Every Penny	Rachel Slater, Casto
4	Security: Different Ways to Integrate Recent Technology Advancements	Brittney Liberti, Brixmor Property Group
5	Optimizing the Property Management & Brokerage Team for Leasing Success	Dwight Robertson, CFM Equity

EXHIBIT SPACE AND SPONSORSHIPS AVAILABLE

Deal Making Contact

Mayuri Patel

Trade Expositions Department

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Retailer Central Contact

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Retail Initiatives Associate

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Sponsorship Contacts

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Terri Sobol (Canada, Northeast and Mid-Atlantic USA)

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Visit www.icsc.org/2019FL for more information.

DIVISIONAL VOLUNTEER LEADERSHIP

Kenton McKeehan, CRX, CSM, ICSC Southern Division Vice President, Hines
Trey Morgan, ICSC Southern Division Government Relations Chair, Morgan Property Group
John Wiles, Esq., ICSC Southern Division P3 Private Chair, Wiles & Wiles, LLP
Marty Wieder, ICSC Southern Division P3 Public Chair, City of Grand Prairie
Steve Althoff, ICSC Southern Division Innovation Chair, Four M Development
Bridgid O'Connor, ICSC Southern Division Retail Chair, Publix Super Markets, Inc.
Ryan Rivera, ICSC Southern Division Next Generation Chair, Hartman Simons & Wood LLP

STATE VOLUNTEER LEADERSHIP

Eric Rapkin, ICSC Florida State Director, Akerman, LLP
Bill Tomala, P.E., ICSC Florida Government Relations Committee Chair, Cuhaci & Peterson Architects, Inc.
Lynn Dehlinger, ICSC Florida P3 Private Chair, Redevelopment Management Associates, LLC
David Barilla, ICSC Florida P3 Public Chair, Downtown Development Board/Community Redevelopment Agency, City of Orlando, Orlando, FL
Katy Welsh, CRRP, CRX, CLS, ICSC Florida Operations Chair, Colliers International
Sharon Bodden, ICSC Florida Retail Chair, Spencer Spirit Holdings, Inc.
Katy Figg, ICSC Florida Next Generation Chair, Colliers International

PROGRAM PLANNING COMMITTEE

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New York Deal Making

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Join us **December 10 – 12, 2019** to experience how we're changing the game for retail real estate.

Register by **September 6** and save.
Visit www.icsc.org/2019EDM.

International Council of Shopping Centers
1221 Avenue of the Americas
New York, NY 10020-1099



Experience the Experience of 2019 Deal Makings



We're changing the game for retail real estate. ICSC Deal Makings now offer attendees the opportunity to experience new connections, programming, exhibitors and tenants in this evolving industry. Don't miss these remaining 2019 Deal Makings.

PA/NJ/DE Conference & Deal Making
September 11 – 12 | Philadelphia, PA

Western Conference & Deal Making
September 16 – 18 | Los Angeles, CA

Canadian Conference & Deal Making
September 23 – 25 | Toronto, ON

Chicago Deal Making
October 16 – 17 | Chicago, IL

Southeast Conference & Deal Making
November 14 – 15 | Atlanta, GA

New York Deal Making
December 10 – 12 | New York, NY

Visit www.icsc.org for more details.