



Program

Southeast Conference & Deal Making

Retail Reimagined

Cobb Galleria | Atlanta, GA

October 23 – 24, 2018

#ICSC



Southeast Conference & Deal Making

TUESDAY | OCTOBER 23

Registration

7:00 am – 6:30 pm

First-Timers Orientation

7:30 – 8:00 am

If you're a new ICSC member or this is your first Southeast Conference, ICSC Team Members and ICSC Ambassadors will be on-hand to tell you how to make the most out of your conference experience. Join us for a tour of the exhibit floor to get your bearings. We will meet up at the ICSC Kiosk across from the Registration Desk.

Welcome Remarks

8:00 – 8:15 am



Gina Adkins, CMD

ICSC 2018 Southeast Conference & Deal Making
Program Planning Committee Chair
Partner
BouncePath Marketing
Atlanta, GA



Tony D'Ambrosio

ICSC Georgia State Director
Senior Vice President, Principal
Colliers International | Atlanta
Atlanta, GA



6,622 retail centers in
the southeast region

Source: CoStar Realty Information, Inc., 2018

Developers Showcase

8:15 – 9:30 am

Be inspired by development projects underway that are Retail Reimagined. Join us as industry leaders present six significant mixed-use projects located in the Southeast.

PANELISTS



Jeff Garrison

Partner, Development
SJ Collins Enterprises
Atlanta, GA



Phil Mays

Principal
RocaPoint Partners
Atlanta, GA



Rob Parker

President
Pinewood Development
Fayetteville, GA



Ron Pfohl

Partner, Director of Leasing
Columbia Development
Columbia, SC



Rob Robinson

Chairman & Managing Principal
Urban Design Associates
Pittsburgh, PA



Scott Smith

President & CEO
WRS, Inc.
Mount Pleasant, SC

Restaurant Panel

9:45 – 10:45 am

Get a taste of the latest restaurant trends from a variety of leading industry experts.

MODERATOR



Jim Myers

Food Critic
The Tennessean
Nashville, TN

PANELISTS



Pano Karatassos

Founder & CEO
Buckhead Life Restaurant Group
Atlanta, GA



George McKerrow
CEO
Ted's Montana Grill
Atlanta, GA



Dexter Patterson
Store Development Partner
Starbucks
Atlanta, GA



Ryan Pernice
Restaurateur & Founder
RO Hospitality, Table & Main
Atlanta, GA



Mike Phillips
Senior Director of Real Estate
Dick's Sporting Goods
Fayetteville, AR



Mike Weaver
Senior Director of Development and Licensing
Luxottica
Cincinnati, OH



Kevin Workman
Senior Director of Real Estate
Floor & Décor
Atlanta, GA

Deal Making

10:00 am – 5:00 pm

Visit www.icsc.org/2018SE to reserve a Deal Making Booth or refer to the Deal Making Booth Information sheet.

Retailer Central

10:00 am – 5:00 pm

Advance registration is required—visit www.icsc.org/2018SE for more details.

Retailer Panel

11:00 am – 12:00 pm

Hear the retailer's perspective on what Retail Reimagined looks like today and in the future.

MODERATOR



Jeremy Cohen
Partner
Hartman Simons
Atlanta, GA

PANELISTS



Thomas Cowens
Vice President, Director of Real Estate
Hollywood Feed
Memphis, TN



Bill Love
CEO
Southern Living Stores
Memphis, TN



Patricia Luster
Director of Real Estate
GAP Inc.
Atlanta, GA

Lunch

12:15 – 12:45 pm

No lunch service after 12:45 pm.

Government Relations Update

12:45 – 1:00 pm



Cashion Drolet
Southern Division State & Local Government
Relations Manager
ICSC
Washington, DC

Keynote Speaker

1:00 – 1:30 pm



1,090,000+ jobs in
the southeast region are
shopping center related

Sources: U.S. Census Bureau,
U.S. Bureau of Labor Statistics
and ICSC Research, 2017

Program continues on page 4

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The Exchanges

1:45 – 4:00 pm

Each Exchange is hosted by an industry expert(s) assembled to exchange insight and answer your questions. These interactive discussions, similar to roundtables, are a platform to engage in topical conversations so please come prepared with topics you'd like to discuss. Limited to 50 participants per Exchange.

1 ROUND ONE » 1:45 – 2:45 pm

▲ PROPERTY MANAGEMENT

Theme: Technology in Property Management

FACILITATORS

Suzanne Bunn, CSM, CPM, CRX

Senior Property Manager
Brand Real Estate Services
Duluth, GA

Jason Vipperman

Regional Director of Property Management
Brixmor
Atlanta, GA

▲ EXPERIENTIAL MARKETING

Theme: How to attract local brands, create unique activations, and generate results

FACILITATOR

Najla J. Kayyem

Senior Vice President
Pacific Retail Capital Partners
El Segundo, CA

▲ PROFESSIONAL DEVELOPMENT

Theme: Growing Your Personal Brand with Digital Media and the Financial Results

FACILITATORS

Chris Ressa

Senior Vice President of Leasing
DLC Management Corp.
Elmsford, NY

Jayson Siano

Co-Founder and CEO
SABRE Real Estate Group
Garden City, NY

▲ PROJECT CASE STUDY

Theme: Lessons Learned in Mixed-Use Development

FACILITATORS

John Kelley

Senior Vice President of Commercial Development
North American Properties
Atlanta, GA

David Weinert

Senior Vice President of Retail Leasing
North American Properties
Atlanta, GA

▲ CAPITAL MARKETS

Theme: Retail Churn, Tech Effect, and Everything Else You Want to Know

FACILITATORS

Jeff Fuqua

Principal
Fuqua Development
Atlanta, GA

Jeff Kohn

Vice President, Acquisitions
Acadia Realty Trust
Rye, NY

Navin Srinivasan

Director of Dispositions
Phillips Edison & Company
Cincinnati, OH

▲ DEVELOPMENT

Theme: Adapt, Transform, Reuse

FACILITATORS

Gary Chou

Senior Vice President & Senior Director
Matthews Real Estate Investment Services
Los Angeles, CA

David Cochran

President
Paces Properties
Atlanta, GA

Ben Reeves

Senior Vice President
Stream Realty Partners
Atlanta, GA

Matthew Samuelson

President
IntegralGude Program Management
Atlanta, GA

▲ LEASING

Theme: Battle of the Brokers

FACILITATORS

Lauren Ball

Vice President of Leasing

DDR Corp.

Atlanta, GA

Marcus Bruchis

Leasing Representative

Rainbow Apparel Companies

Atlanta, GA

Amy Fingerhut

First Vice President

CBRE

Atlanta, GA

John Orr

Retail Services Director

Lee & Associates

Charleston, SC

Brian Smith

Partner

Arnall Golden Gregory, LLC

Atlanta, GA

2 ROUND 2 » 3:00 – 4:00 pm

▲ ASSET MANAGEMENT

Theme: NOI+

FACILITATORS

Ryan Halberg

Vice President of Investments, Southeast

EDENS

Atlanta, GA

Jonathan Shartar

Senior Director, Acquisitions

Echo Realty

Washington, DC

▲ MARKETING

Theme: Marketing & Placemaking for a Thriving Mixed-use Development

FACILITATORS

Wally Davis

Leasing/Real Estate

Open Realty Advisors

Dallas, TX

Bethanne Jenkins

Vice President of Marketing

Bayer Properties

Birmingham, AL

Libby Lassiter

Vice President of Development and Leasing

Bayer Properties

Birmingham, AL

Caroline Wilbert

President

The Wilbert Group

Atlanta, GA

Krista Woods

Director of Leasing – Fritz Farms

Bayer Properties

Lexington, KY

▲ DESIGN/ARCHITECTURE/CONSTRUCTION

Theme: How design/architecture is changing in 2018 and beyond

FACILITATORS

Grant Moseley, AIA

President

MSTSD, Inc.

Atlanta, GA

Roberto Parede

Principal

ASD | Sky

Atlanta, GA

Lamar Wakefield

CEO

Wakefield Beasley & Associates

Alpharetta, GA

▲ UNCONVENTIONAL TRENDS

Theme: Unconventional Tenants in Retail Space

FACILITATORS

David Holcombe

Broker and Relations Manager

WeWork

Atlanta, GA

Jason Mallette

Senior Real Estate Manager

Pacific Dental Services, Inc.

Dallas, TX

▲ P3

Theme: P3 Case Study: Small town gets big shopping center via public-private partnership

FACILITATORS

Melinda Keifer

Economic and Community Development

City of Cookeville

Cookeville, TN

Mike McGuffin

Principal

CHM, LLC

Nashville, TN

Southeast Conference & Deal Making

2 ROUND 2 » 3:00 – 4:00 pm (Continued)

▲ DISRUPTIVE GROWTH

Theme: Demographic Disruption -
The Intro to Geofencing

FACILITATORS

David Arnold

President
The Partnership
Atlanta, GA

Jim Wittman

Senior Vice President and COO
Regency Properties
Evansville, IN

Networking Reception

4:00 – 6:30 pm

Corporate sponsorship opportunities are available.
For more information, please visit www.icsc.org/2018SE
or refer to the included form.

Retailer SIG

5:00 – 5:45 pm

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

WEDNESDAY OCTOBER 24

Registration

7:00 am – 2:00 pm

Deal Making

8:00 am – 2:00 pm

Retailer Central

8:00 am – 2:00 pm

Boxed Lunch Served

12:00 – 1:00 pm

No lunch service after 1:00 pm.

Conference Adjourns

2:00 pm

Program information current as of August 21, 2018.

CONTINUING EDUCATION (CE) PROGRAM*

**Landlord/Tenant 101:
Planning Ahead to Avoid Tenant Problems**
2:00 – 3:00 pm

SPEAKER



John Wiles

ICSC Southern Division P3 Private Chair
Owner and Partner
Wiles & Wiles, LLP
Marietta, GA

Influencing and Negotiating Techniques
3:00 – 4:00 pm

SPEAKER



Beth Azor

President
Azor Advisory Services
Davie, FL

Principles of Real Estate Finance

4:00 – 6:00 pm

SPEAKER



Ralph J. Conti, CCIM, CDP, CRX
Principal and Managing Member
RaCo Real Estate Advisors, LLC
Atlanta, GA

*Real Estate CE Credit may be available in the following states,
pending approval: Alabama, Florida, Georgia, Kentucky,
New York, North Carolina, South Carolina, and Tennessee.
Separate registration required. More details to come soon!

THANK YOU TO OUR SPONSORS

Global



Platinum



Gold



Silver



Southeast Conference & Deal Making

DIVISIONAL VOLUNTEER LEADERSHIP

Patricia M. Blasi, CRX, CSM, ICSC Southern Division Vice President, Borghese Investments
Trey Morgan, ICSC Southern Division Government Relations Vice-Chair, Morgan Property Group
Steve Althoff, ICSC Southern Division Innovation Chair, The Sembler Company
John J. Wiles, Esq., ICSC Southern Division P3 Private Chair, Wiles & Wiles, LLP
Marty Wieder, ICSC Southern Division P3 Public Chair, City of Grand Prairie
Bridgid O'Connor, ICSC Southern Division Retail Chair, Publix Super Markets, Inc.
Townsend Underhill, CRX, ICSC Southern Division Next Generation Chair, Stirling Properties

STATE VOLUNTEER LEADERSHIP

Tony D'Ambrosio, ICSC Georgia State Director, Colliers International
Joseph Fucile, Esq., ICSC Georgia Government Relations Chair, Hartman Simons & Wood, LLP
Richard Dippolito, ICSC Georgia P3 Private Chair, Concordia Properties LLC
Mill Graves, ICSC P3 Public Chair, Electric Cities of Georgia, Inc.
Ralph J. Conti, CCIM, CRX, CDP, ICSC Georgia Operations Chair, RaCo Real Estate Advisors, LLC
Lindsey Morris, ICSC Georgia Retail Chair, Arby's Restaurant Group
Ryan Rivera, ICSC Georgia Next Generation Chair, Hartman Simons & Wood, LLP

PROGRAM PLANNING COMMITTEE

Gina Adkins, CMD, ICSC 2018 Southeast Conference & Deal Making Program Planning Committee Chair, BouncePath Marketing
Les Callahan, CCIM, ICSC 2018 Southeast Conference & Deal Making Program Planning Committee Co-Chair, First Colony Financial Group
Beth Azor, Azor Advisory Services
Lacy Beasley, Retail Strategies
Heather Brown, Brown Law, LLC
Ryan Holzer, Skyline Seven Real Estate, LLC
Nicole Horne, RCG Ventures
Margaret Jones, JLL
Andrea Kenney, Coro Realty Advisors
Andre Koleszar, Regency Centers
Vanessa Manners, Kimley-Horn
Jimmy Penman, Lat Purser & Associates
Marisa Roy, Simon
Lacie Simonton, The Parkes Companies
Casey Smallwood, NAI Fortis Group
John Sebring, The Shopping Center Group
Archie Wanamaker, Crim & Associates
Laura Young, Young Contracting

REGISTRATION FORM

How to Register

Fax: +1 732 694 1800

Online: www.icsc.org/2018SE

Mail: ICSC

P.O. Box 419822

Boston, MA 02241-9822

Registration Fees

	Advance	On-Site
Member*	\$350	\$450
Non-Member	\$700	\$900
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—there is no on-site complimentary registration. 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 **September 25, 2018**.

Cancellations

All cancellations are subject to a **\$25** cancellation fee. No refunds will be given for cancellations received after **September 25, 2018**.

Special Needs

Anyone desiring an auxiliary aid for this meeting should notify **Catherine O'Hare** at +1 646 728 3504 no later than **September 25, 2018**.

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. #	(2018SE)

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 (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)

Hotel Reservations

A block of rooms has been reserved at:

Renaissance Atlanta Waverly Hotel (Headquarter Hotel)

2450 Galleria Parkway, Atlanta, GA 30339

Rate: \$198.00

Embassy Suites Atlanta Galleria

2815 Akers Mill Road, Atlanta, GA 30339

Rate: \$198.00

Omni Hotel The Battery Atlanta

2625 Circle 75 Parkway, Atlanta, GA 30339

Rate: \$219.00

Wyndham Atlanta Galleria

6345 Powers Ferry Road NW, Atlanta, GA 30339

Rate: \$141.00

Cut-Off Date: October 7, 2018

To make a reservation, visit www.icsc.org/2018SE. For assistance, call +1 877 541 9876, or internationally at +1 312 527 7300.

Continuing Education Credit

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.org/event-terms-and-conditions, which are hereby incorporated by reference.

DEAL MAKING BOOTH INFORMATION

ICSC's floor plan management system, Map Your Show, allows you to book and pay for your booth space online—visit www.icsc.org/2018SE or contact Mayuri Khemlani for a booking link.

When

Tuesday, October 23, 2018 | 10:00 am – 5:00 pm

Wednesday, October 24, 2018 | 8:00 am – 2:00 pm

Fees

Check or credit card accepted as payment. Make check payable to ICSC. Booth fee is non-refundable.

	Member	Non-Member
Package A – per 10' x 10'	\$615	\$880
Package B – per 10' x 10'	\$715	\$980

Includes

One full conference badge per exhibiting company

NOTE: Each additional staff person must be a paid registrant of the 2018 ICSC Southeast Conference & Deal Making. (No Exceptions)

Package A – (per 10' x 10')

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign

Package B – (per 10' x 10')

- Pipe & drape (not provided with island booths)
- Standard carpeting
- Company ID sign
- One 6' draped table
- Two chairs
- One wastebasket

Guidelines

- Exhibits must not extend beyond the boundaries of the booth.
- All exhibitors are required to provide General Liability insurance naming ICSC, GES, and the Cobb Galleria as co-insured to the listed ICSC contact.
- Please adhere to the height restrictions as outlined in the ICSC Display Rules and Regulations (available in the exhibitor dashboard).
- All guidelines are subject to regulations of venue and ICSC.

Availability

- Booths are confirmed on a first-come, first-served basis.
- Submitting an application does not guarantee a reservation.
- Applications will not be approved without payment.
- ICSC cannot guarantee that you will not be placed near a competitor.

Directory Deadline

In order to be listed in the Deal Making Directory, ICSC must receive your exposition agreement with full payment by **September 7, 2018**.

Cancellations

Notify ICSC immediately if you must cancel your exhibit space. All voluntary cancelled exhibits are non-refundable and non-transferable.

Notification

You will receive an email Booth Confirmation from ICSC three months prior to the meeting, if a booth has been reserved for you. **If you do not receive an email regarding the status of your request, contact Mayuri Khemlani at mkhemlani@icsc.org**

Contact

Mayuri Khemlani

Trade Expositions Department

Tel: +1 646 728 3518 | Email: mkhemlani@icsc.org

Terms, Conditions and Rules

This application is subject to ICSC Terms, Conditions and Rules for Exhibitors available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

RETAILER CENTRAL TABLE INFORMATION

ICSC Retailer Members and Non-Members are being offered a complimentary table in Retailer Central. This is a wonderful opportunity for retailers to promote their brand and discuss expansion plans with shopping center owners and developers. In addition to staffing a table, participating retailers must complete a deal sheet that details their space requirements and expansion plans. Retailer Central exhibits must be staffed by retail employees. Third-party representatives are not eligible for a complimentary table.

When

Tuesday, October 23, 2018

10:00 am – 5:00 pm

Wednesday, October 24, 2018

8:00 am – 2:00 pm

Cost

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

Includes

- One 6' draped table
- Two chairs
- Company sign

Who Qualifies

Retailers

How to Sign Up

Visit icsc.org/2018SE, click on the Retailer Registration link located in the "Additional Resources" section to sign up as complimentary retailer and to request your table.

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
- All food service is subject to approval by ICSC

Availability

Tables are confirmed on a first-come, first-served basis. Submitting a Retailer Central application does not guarantee a table will be reserved for you.

Deadline

ICSC must receive your table application by **October 5, 2018** in order to participate in Retailer Central. No on-site requests will be accommodated.

Cancellations

Notify ICSC immediately if you must cancel.

Notification

You will receive an email confirmation approximately two weeks prior to the start of the conference. **If you do not receive confirmation, please contact Megan Hoole.**

Contact

Megan Hoole

Tel: +1 646 728 3531 | Email: mhoole@icsc.org

SPONSORSHIP INFORMATION

Benefits	Platinum \$7,500 (Maximum 4 Sponsors)	Gold \$5,500	Silver \$3,500	Reception \$750
Company logo on lanyards	<input type="checkbox"/>			
One full page ad in printed event directory*	<input type="checkbox"/>	<input type="checkbox"/>		
One half page ad in printed event directory*			<input type="checkbox"/>	
Two SCT Week insertions (pre-show and week of event)	<input type="checkbox"/>			
One SCT Week banner ad in pre-show issue		<input type="checkbox"/>		
Company logo prominently placed on on-site signage at event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Company logo prominently placed on final program mailer and "Thank You" page in event directory*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Company name on "Thank You" page in event directory*				<input type="checkbox"/>
Company logo to loop during select event functions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Company logo on on-site signage at Member-Hosted Reception				<input type="checkbox"/>
Company logo and URL on event page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Company logo and URL on event emails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sponsor ribbon for all registered company attendees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Pending production deadline dates.

Sponsor Contacts

Michael Belli (Western USA and Canada)

Tel: +1 714 313 1942 | mbelli@icsc.org

Jose Mario Calderon (Latin America & Caribbean)

Tel: +1 646 728 3627 | jcalderon@icsc.org

Sheila Charton (Northeast and Mid-Atlantic USA)

Tel: +1 646 728 3545 | scharton@icsc.org

Amie Leibovitz (Southern and Midwest USA, Texas and Puerto Rico)

Tel: +1 773 360 1179 | aleibovitz@icsc.org

Sally Stephenson

Tel: +1 847 835 1617 | sstephenson@icsc.org

Return Completed Form and Payment to

2018 Southeast Conference & Deal Making
P.O. Box 419822
Boston, MA 02241-9822

ICSC Contact

Catherine O'Hare

Tel: +1 646 728 3504

Email: cohare@icsc.org

Deadline

Sponsorship must be received by **September 4, 2018** to be recognized at the conference.

Reminders

- Payment, either by credit card or check payable to ICSC, must accompany the Sponsorship Form.
- Email your company logo (.jpeg and .eps format) to **Esther Boyce: eboyce@icsc.org**.

Terms, Conditions and Rules

This sponsorship application is subject to the Terms and Conditions for ICSC Sponsorship Opportunities available at www.icsc.org/event-terms-and-conditions, which are hereby incorporated by reference.

Please Check One: ☐ Platinum ☐ Gold ☐ Silver ☐ Reception

Name	Title	
Company		
Address		
City	State/Province	Zip/Postal Code
Telephone	Fax	
Email	Your Membership I.D. #	(2018SE-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)

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



Southeast Conference & Deal Making

Cobb Galleria | Atlanta, GA

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