

ICSC
JOHN T. RIORDAN SCHOOL FOR RETAIL REAL ESTATE PROFESSIONALS

March 30 - April 3, 2014
Doubletree Paradise Valley Resort
Scottsdale, AZ

ICSC

ICSC John T. Riordan School for Retail Real Estate Professionals

WHAT IS THE ICSC JOHN T. RIORDAN SCHOOL FOR RETAIL REAL ESTATE PROFESSIONALS?

The ICSC John T. Riordan School (JTR) for Retail Real Estate Professionals, through its cutting-edge Institutes and world class faculty, offers a week of rigorous study. Attendees will deepen their knowledge of retail property and shopping centers, learn from experts, share ideas and identify successful strategies alongside colleagues from around the world. Activities at the school are varied, ranging from formal lectures, class discussions and workshops to a barbeque dinner and a shopping center tour.

WHY ATTEND THE ICSC JOHN T. RIORDAN SCHOOL FOR RETAIL REAL ESTATE PROFESSIONALS?

Ask Anyone. The ICSC JTR School for Retail Real Estate Professionals is an unforgettable experience. You will learn from some of the best industry professionals how to sharpen your skills and advance your career for the future. Through class instructions and exercises combined with networking, you will equip yourself to succeed.

WHAT ARE THE BENEFITS OF ATTENDING?

- Gain a solid foundation as you master and reinforce concepts
- Implement best practices immediately in your day-to-day work
- Become an expert at increasing value
- Tailor your experience by choosing a level of training based on your experience (Level I or II)
- Choose one of seven Institutes
- Build a network with other attendees across North America within your same field of learning

CERTIFICATE OF PARTICIPATION



A certificate of participation is awarded to attendees who attend and successfully complete each Institute. Those who have completed the full week-long Institute will receive their certificate on Thursday, April 3.

NETWORKING OPPORTUNITIES

Sunday, Opening Address	1:00 – 1:30 pm
Sunday, Welcome Reception	5:30 – 7:00 pm
Tuesday, BBQ Dinner by the Pool	5:30 – 7:30 pm
Wednesday, Shopping Center Tour	5:30 – 7:30 pm

FACULTY

The ICSC JTR School for Retail Real Estate Professionals faculty enjoys a reputation and a prestige that few can match. Our faculty members are not only leading practitioners in their own field, but they are also among the best teachers that offer a blend of academic excellence, real-world relevance and practical application that provide participants with powerful tools they can use in their workplace.



THE RIORDAN LEGACY

The ICSC John T. Riordan School for Retail Real Estate Professionals honors John T. Riordan's legacy and his commitment to the cause of education and professional development in the shopping center industry. It was under the stewardship of John Riordan that the School for Professional Development grew in both size and stature. Today the role of faculty by industry practitioners at ICSC's Institutes has become a highly coveted honor and the Institutes' graduates are widely recognized as the "best of the best" in the retail real estate industry.

ICSC FOUNDATION

Some of the secrets to success in this industry are to *connect with as many individuals as possible and never stop educating yourself. John T. Riordan School for Retail Real Estate Professionals has become the industry standard for exceptional retail real estate training and networking. Whether you or someone you know is just getting started in the industry this is a must to take your career to the next step.*

The ICSC Foundation is proud to offer 16 John T. Riordan School for Retail Real Estate Professionals Scholarships to members from all over the world to attend The JTR School for free. The scholarship covers airfare and hotel accommodations, enrollment fees, textbooks, and workbooks.

Plus, recipients receive an all-expenses paid trip to RECon to attend an award ceremony in front of the entire industry.

Benefits of winning a JTR Professional Education Scholarship:

- **Industry wide recognition you are an up and coming star**
- **Become an expert at increasing value**
- **Build a network of valuable international contacts**
- **Prepare for taking a certification exam**
- **Attend the John T. Riordan School and RECon free, all expenses paid**

For more information, visit the ICSC Foundation at

www.icsc.org/foundation

Apply Now! The scholarship deadline will be January 20, 2014.

ICSC John T. Riordan School for Retail Real Estate Professionals

WHICH JOHN T. RIORDAN SCHOOL INSTITUTE IS RIGHT FOR YOU?

The JTR School for Retail Real Estate Professionals offers seven Institutes to choose from. Each Institute contains nine courses (one online course), most 3-1/2 hours, each offering practical, real-life examples and powerful tools which participants can immediately apply when they return to their daily work. Many attendees attend Institutes outside their core job function to gain a more holistic understanding of the retail real estate industry. The content of each course is fresh, comprehensive and concentrated, taught by prominent industry experts from around the world who serve as faculty.

Select one of the seven Institutes:

LEVEL I INSTITUTES

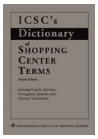
Level I Institutes are designed for individuals with less than three years of industry experience seeking a strong foundation and knowledge base.

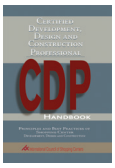
MANAGEMENT I

MARKETING I

LEASING I

DEVELOPMENT, DESIGN AND CONSTRUCTION





EDUCATIONAL MATERIALS INCLUDED

An easy-to-use binder with course outlines and many examples to help you reinforce concepts taught in this Institute which will be an invaluable reference book for years to come. Also included is ICSC's *Dictionary of Shopping Center Terms* or the *CDP Handbook*.

LEVEL II INSTITUTES

Level II Institutes builds upon the material taught in Level I and is designed for individuals with three or more years of industry experience, seeking to achieve a higher level of excellence.

MANAGEMENT II

MARKETING II

LEASING II







EDUCATIONAL MATERIALS INCLUDED

An easy-to-use binder with course outlines and many examples to help reinforce concepts taught in this Institute which will be an invaluable reference book for years to come. One of the following textbooks will also be included: *Shopping Center Management*, *Shopping Center Marketing* or *Shopping Center Leasing*.

SCHEDULE AT-A-GLANCE

	SUNDAY, MARCH 30	MONDAY, MARCH 31	TUESDAY, APRIL 1	WEDNESDAY, APRIL 2	THURSDAY, APRIL 3
8:00 – 8:30 am		BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
8:30 am – 12:00 noon	REGISTRATION	COURSE 2	COURSE 4	COURSE 6	COURSE 8
12:00 noon – 1:30 pm	1:00 pm OPENING WELCOME	LUNCHEON	LUNCHEON	LUNCHEON	AWARDS CEREMONY
1:30 – 5:00 pm	COURSE 1	COURSE 3	COURSE 5	COURSE 7	CONCLUSION
5:30 – 7:30 pm	WELCOME RECEPTION	FREE EVENING	BBQ DINNER BY THE POOL	SHOPPING CENTER TOUR	

ICSC John T. Riordan School for Retail Real Estate Professionals

MANAGEMENT I

Shopping Center Management:The Overview

Construction and Tenant Coordination

Basics of Leasing and Specialty Leasing

Accounting, Budgets and Lease Administration

Marketing As a Management Tool

Retailing Basics and Tenant Productivity

Operations and Physical Facilities Management

Security Management and Public Safety

*Lease Language and Application of Law
(Online Course)

MANAGEMENT II

Managing the Asset

Shopping Center Finance

Strategic Planning and the Business Plan

Maximizing Value Through Leasing
and Merchandising

Insurance and Risk Management

Development, Redevelopment and Mixed-Use

Sustainability and Green Buildings

Advanced Public Relations
and Crisis Management

*CSM – Professionalism in Retail Management
(Online Course)

MARKETING I INSTITUTE COURSES

Shopping Center Marketing: The Overview

Marketing Plan Development

Basics of Leasing and Specialty Leasing

Advertising and Media Strategies

Research and Analysis

Retailing Basics and Tenant Productivity

Generating Revenue: Marketing's Role
in Increasing NOI

Public and Community Relations

*Basics of Operations
(Online Course)

MARKETING II INSTITUTE COURSES

Managing the Asset
Advanced Research Applications

Marketing Through Social Media
and Other Web-Based Technologies

Creating Value Through Strategic Marketing

Merchandising the Center
and Developing a Leasing Plan

Development, Redevelopment
and Mixed-Use

Sponsorship and Partnership Marketing

Advanced Public Relations
and Crisis Management

*CMD – Professionalism in Retail Marketing
(Online Course)

LEASING I INSTITUTE COURSES

Leasing Shopping Centers: The Overview

Basics of Leasing

Specialty Leasing and Alternative Revenue

Tenant Coordination

Lease Administration

Retailing Basics and Tenant Productivity

Prospecting for Tenants:
Sources, Trends and Negotiations

Making the Deal:
Salesmanship and Structuring Special Deals

*The Lease Language and Applications of Law
(Online Course)

LEASING II INSTITUTE COURSES

Managing the Asset

The Law and Its Application:
Working With Your Attorney

Project Economics: The Value of Leasing

Advanced Retailing:
Increasing Tenant Productivity

Merchandising the Center
and Developing a Leasing Plan

How Research and Marketing Drive
Center Productivity

Peripheral Land

Leasing Open-Air Centers

*CLS – Professionalism in Retail Leasing
(Online Course)

DEVELOPMENT, DESIGN AND CONSTRUCTION INSTITUTE COURSES

Devising a Development Plan

Design Principles and Practices

Retail Store Planning

Tenant Coordination

Project Cost Managment

Construction Law, Insurance and Ethics

Construction Administration

Codes, Rules and Regulations

*CDP - Professionalism in Retail Development, Design and Construction
(Online Course)

** Online courses are sent to participants prior to the school*

ICSC John T. Riordan School for Retail Real Estate Professionals

REGISTRATION INFORMATION

HOW TO REGISTER

INTERNET: www.icsc.org/2014SAZ
(credit card registrations only)

FAX: +1 732 694 1800
(credit card registrations only)

MAIL: ICSC
P.O. Box 26958
New York, NY 10087-6958

REGISTRATION FEES*

Members Early Bird: (on or before January 31st)	**$1,350**
Non-Members Early Bird: (on or before January 31st)	**$1,650**
Members Regular Price: (after January 31st)	**$1,495**
Non-Members Regular Price: (after January 31st)	**$1,795**

*To qualify for a member fee, each registrant must be an ICSC member or an affiliate member.

GROUP DISCOUNT

Learn as a team. Enjoy a group discount of 10% for 3 or more participants who register at the same time from the same organization and the same billing source.

CONFIRMATION

Upon receipt of your registration form and payment, ICSC will send you a confirmation notice.

CANCELLATIONS

Cancellations for the John T. Riordan School for Professional Development will be subject to a $25 cancellation fee. No refunds will be given for cancellations received after February 15, 2014.

AFTER HOURS EVENTS

Sunday, Welcome Reception	5:30 – 7:00 pm
Tuesday, Barbeque Dinner by the Pool	5:30 – 7:30 pm
Wednesday, Shopping Center Tour	5:30 – 7:30 pm

HOUSING INFORMATION

A block of rooms has been reserved for participants in the John T. Riordan School for Professional Development. To make reservations please visit www.icsc.org. There you will find the current availability and online reservation form. You will receive an email confirmation at time of booking. Travel Questions? Please feel free to call +1 888 427 2885, Monday – Friday, 8:00 am – 5:30 pm. Complimentary shuttle service will be provided for those participants who will be accommodated at the assigned overflow hotels.

Note: *ICSC is not responsible for reserving or cancelling hotel accommodations. All changes or cancellations must be made in writing or faxed to DePrez Travel at +1 585 442 8934.*

AIRLINE/RENTAL CAR INFORMATION

The ICSC Travel Desk has secured special airline and rental car discounts for attendees. For current prices and availability please call +1 888 ICSC TVL [427 2885] or +1 585 442 8856 from 8:00 am to 5:30 pm EST, Monday through Friday.

CONTINUING EDUCATION CREDITS

ICSC Certified professionals earn 4.0 credits per Institute towards certification renewal.

SPECIAL NEEDS

Any disabled individual desiring an auxiliary aid at this meeting should notify ICSC at least five weeks prior to the meeting.

CONTACT

Jason Barnhart, Manager of Education, jbarnhart@icsc.org or +1 646 728 3468.

ICSC John T. Riordan School for Retail Real Estate Professionals

REGISTRATION FORM

Please enter the pertinent registration fee (member or non-member).
Payment must accompany this registration form. Photocopy form as needed for additional registrants.

PROGRAM	Member Early Bird (on or before January 31st)	Non-Member Early Bird (on or before January 31st)	Member (after January 31st)	Non-Member (after January 31st)	Amount
Management I	$1,350	$1,650	$1,495	$1,795	
Management II	$1,350	$1,650	$1,495	$1,795	
Marketing I	$1,350	$1,650	$1,495	$1,795	
Marketing II	$1,350	$1,650	$1,495	$1,795	
Leasing I	$1,350	$1,650	$1,495	$1,795	
Leasing II	$1,350	$1,650	$1,495	$1,795	
Development, Design & Construction	$1,350	$1,650	$1,495	$1,795	
Group Discount Three or more participants registering from the same organization at the same time with the same billing address.	$1,215	$1485	$1,345.50	$1,615.50	
				TOTAL	

CERTIFICATION EXAM (please specify)

❑ CSM	❑ CMD	❑ CLS	❑ CDP
CERT_EXAM_CSM	CERT_EXAM_CMD	CERT_EXAM_CLS	CERT_EXAM_CDP

CERTIFICATION FEES (optional)	Application Fee		Appointment		Total Amount	
Member	$95	+	$395	=	$490	
Non-Member	$195	+	$795	=	$990	
If you are a 2013 student, deduct an extra $200.					(-$200)	
If you attended Level I and Level II in 2012 and 2013, deduct $400!					(-$400)	

*To qualify for a member fee, each registrant must be an ICSC member or an affiliate member.

FINAL TOTAL

Name

Company

Address

City | State/Country | Zip/Postal Code

Telephone | Fax

E-mail | ICSC Membership Number

2014SAZ

❑ Please check here if any of the above information has recently changed.
❑ I am currently not an ICSC member, please send me an application form.

I authorize ICSC to send me announcements, via mail, fax, e-mail, phone or otherwise, about ICSC programs and services that may be of interest to me or my colleagues.

METHOD OF PAYMENT

❑ **Check or money order made payable to ICSC for $ _____ (must be in U.S. funds)**

❑ **Please charge my:**

❑ VISA ❑ MASTERCARD ❑ AMEX ❑ DISCOVER **TOTAL (U.S.) $** _____

Name as it appears on card | Signature

Credit Card number | Expiration Date

RETURN TO: International Council of Shopping Centers
Registration Department
P.O. Box 26958, New York, NY 10087-6958
Phone: +1 646 728 3800 • Fax: +1 732 694 1800 • www.icsc.org