



technology for
shopping center
marketing

MOCIAL

mobile + social + local

sept. 24-25

Washington, D.C. / JW Marriott

#ICSCmocial
directory



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Schedule at a Glance

TUESDAY, SEPTEMBER 24

REGISTRATION

11:30 a.m. – 6:30 p.m.
(Grand Ballroom Foyer – Lower Level)

WI-FI LOUNGE

11:30 a.m. – 6:00 p.m.
(Grand Ballroom Foyer – Lower Level)

LUNCH

12:30 – 1:00 p.m.
(Grand Ballroom Salon I – Lower Level)

INDUSTRY UPDATE

1:15 – 1:30 p.m.
Michael P. Kercheval, President and Chief Executive Officer, ICSC
(Grand Ballroom – Lower Level)

KEYNOTE PRESENTATION

1:30 – 2:30 p.m.
Lessons Learned from Atlantic Station: How to Re-energize the Asset:
Mark Toro, Managing Partner, North American Properties
(Grand Ballroom – Lower Level)

GENERAL SESSION

2:30 – 3:30 p.m.
New Rules for Consumer Engagement in the SoLoMo Revolution: Scott Ryan, VP National Specialty Retail, The Coca-Cola Company
(Grand Ballroom – Lower Level)

POWER SESSIONS

You will have the opportunity to attend THREE 30-minute sessions
(Capitol E&F – Lower Level
#iTechLounge)

1. The Importance of Video in Retail Real Estate
3:30 – 4:00 p.m.

2. The Changing Face of Facebook
4:00 – 4:30 p.m.
3. Taking your Social Strategy to the Next Level
4:30 – 5:00 p.m.

RECEPTION

5:00 – 6:30 p.m.
(#iTechLounge – Lower Level)

WEDNESDAY, SEPTEMBER 25

REGISTRATION

8:30 a.m. – 3:30 p.m.
(Grand Ballroom Foyer – Lower Level)

WI-FI LOUNGE

8:30 a.m. – 3:30 p.m.
(Grand Ballroom Foyer – Lower Level)

BREAKFAST

8:30 – 9:00 a.m.
(Grand Ballroom Foyer – Lower Level)

POWER SESSIONS

You will have the opportunity to attend TWO 30-minute sessions
(Capitol E&F – Lower Level
#iTechLounge)

1. A Picture Worth a Thousand Words – Trends and Resources to Enhance Your Social Media Through Multimedia
9:00 – 9:30 a.m.
2. Email Strategy: The Tried and True Digital Tactic
9:30 – 10:00 a.m.

GENERAL SESSION

10:15 – 11:15 a.m.
Boomers in the Digital Age:
Alejandra S. Owens, Managing Editor AARP Blog, AARP
(Capitol E&F – Lower Level)

GENERAL SESSION

11:30 – 12:30 p.m.
Get Optimized! Stephanie Orton Lynch, Director of Public Relations, Delucchi+ (Capitol E&F – Lower Level)

LUNCH SERVED

12:30 – 1:30 p.m.
(#iTechLounge – Lower Level)

POWER SESSIONS

You will have the opportunity to attend FOUR 30-minute sessions
(#iTechLounge – Lower Level)

1. Virtual Reality: Digital/Social Case Studies from the Retail Industry
12:30 – 1:00 p.m.
2. Emerging Technology in Commercial Real Estate
1:00 – 1:30 p.m.
3. Evolution of Social Advertising: Content=Ads
1:30 – 2:00 p.m.
4. Demo: Creating Social Ads
2:00 – 2:30 p.m.

GENERAL SESSION

Nice Finishes First: Peter Shankman, President, The Geek Factory
2:30 – 3:30 p.m.
(Capitol E&F – Lower Level
#iTechLounge)

MEETING ADJOURNS

3:30 p.m.

Conference Agenda

TUES., Sept. 24

REGISTRATION

11:30 a.m. – 6:30 p.m.
(Grand Ballroom Foyer – Lower Level)

WI-FI LOUNGE

11:30 a.m. – 6:30 p.m.
(Grand Ballroom Foyer – Lower Level)

LUNCH

12:30 – 1:00 p.m.
(Grand Ballroom Salon 1 – Lower Level)
*No lunch service after 1:00 p.m.

INDUSTRY UPDATE

1:15 – 1:30 p.m.
(Grand Ballroom – Lower Level)

Michael P. Kercheval

President & Chief Executive Officer
International Council of Shopping Centers
New York, NY





TUES., Sept. 24

KEYNOTE PRESENTATION

1:30 – 2:30 p.m.

(Grand Ballroom – Lower Level)

Lessons Learned from Atlantic Station: How to Re-energize the Asset

When North American Properties (NAP) purchased Atlantic Station on New Year's Eve 2010, the five-year-old mixed-use development was suffering. The property had developed a reputation as a hangout, sales were declining and local real estate bloggers placed Atlantic Station on their official "Death Watch" list. Despite the challenges, NAP saw potential. Atlantic Station is located at the city's most visible intersection of two major highways and in the heart of Atlanta's thriving Midtown community. Atlantic Station has 1.5 million square feet of retail as the centerpiece of its 138-acre mixed-use community. NAP made a strategic decision to transform Atlantic Station into a walkable, experiential retail development that would resonate with more than 145,000 young, affluent, educated in-town residents living within walking distance of the property. NAP was prepared to swiftly and aggressively reclaim the property but needed to ensure plans were on target and would make a difference to neighbors and community stakeholders. In the process, NAP sought to build goodwill in the community by asking, and responding to, residents' desires. NAP knew that traditional media would simply create a one-way conversation, offering no means for capturing feedback or engagement, and was certainly not the medium of choice for the target audience. It needed to gather feedback and determined quickly that social media was the "ace of spades," affording the most effective way to reach the tech-savvy, creative class living in the Midtown neighborhoods. Social media would allow NAP the opportunity to have a two-way conversation. With a strong digital plan and extensive online toolbox, the property collected thousands of user responses on the future of Atlantic Station and built an army of supporters. The team has forged meaningful relationships with guests and organizations and continues to deepen those partnerships. Social media also played a significant role in the amazing turnaround of Atlantic Station. Retailers are posting significant sales increases and outperforming stores in their respective regions, indicating a shift in public perception.

GUEST SPEAKER:

Mark Toro

Managing Partner

North American Properties

Atlanta, GA





TUES., Sept. 24

GENERAL SESSION

2:30 – 3:30 p.m.

(Grand Ballroom – Lower Level)

New Rules for Consumer Engagement in the SoLoMo Revolution

In the “New Rules for Consumer Engagement” workshop, the audience will learn about The Coca-Cola Company’s framework for consumer engagement in today’s dynamic digital landscape. The key principal of this framework is that it is no longer about the placement of messages, but about the movement of stories simultaneously across multiple screens. The speaker will share numerous examples of how Coca-Cola is leveraging today’s social/mobile/multiple screens space to engage in storytelling and inspire consumers to do Coca-Cola’s marketing for it. Additionally, the speaker will showcase examples from other brands and key retailers. The five key takeaways of this workshop are as follows: 1) Today, marketing happens in real time and with or without your marketing department’s involvement; 2) There’s a new global network, the consumers’ network; 3) Share-worthy content shared in an integrated fashion is king; 4) Innovation in content and delivery is expected and rewarded; 5) Today’s savvy marketers can inspire consumers to do their marketing for them.

GUEST SPEAKER:

Scott Ryan

Vice President, National Specialty Retail
Coca-Cola North America Group
Atlanta, GA





TUES., Sept. 24

POWER SESSIONS

(Capitol E&F – Lower Level)

#iTechLounge

YOU WILL HAVE THE OPPORTUNITY TO ATTEND THREE 30-MINUTE SESSIONS

It's time to think more broadly about how digital platforms support marketing strategies. The iTechLounge is a place where social, digital and mobile converge. Whether you are taking your first steps into creating an online marketing strategy, interested in emerging trends or looking for ways to integrate digital platforms...this is the place to meet!

3:30 – 4:00 p.m.

1. The Importance of Video in Retail Real Estate

SPEAKER:

Diana S. Podaski

Marketing & Social Media Manager

Linear Retail Properties, Burlington, MA



4:00 – 4:30 p.m.

2. The Changing Face of Facebook

SPEAKER:

Lisa Wieting

Director, Social Media

COHN, Denver, CO



4:30 – 5:00 p.m.

3. Taking your Social Strategy to the Next Level

SPEAKER:

Angela Sweeney, SCMD

Vice President,

Corporate Marketing & Communications

The Peterson Companies, Fairfax, VA



RECEPTION



5:00 – 6:30 p.m.

#iTechLounge

(Capitol E&F) – Lower Level

WED., Sept. 25

REGISTRATION

8:30 a.m. – 3:30 p.m.

(Grand Ballroom Foyer– Lower Level)



WI-FI LOUNGE

8:30 a.m. – 3:30 p.m.

(Grand Ballroom Foyer– Lower Level)



BREAKFAST

8:30 – 9:00 a.m.

(Grand Ballroom Foyer– Lower Level)



POWER SESSIONS

(Capitol E&F – Lower Level)

#iTechLounge

YOU WILL HAVE THE OPPORTUNITY TO ATTEND TWO 30-MINUTE SESSIONS

Please refer to description on page 7.

9:00 – 9:30 a.m.

1. A Picture Worth a Thousand Words—Trends and Resources to Enhance Your Social Media Through Multimedia

SPEAKER:

Stephanie Orton Lynch

Director of Public Relations

Delucchi+, Washington, D.C.



9:30 – 10:00 a.m.

2. Email Strategy: The Tried and True Digital Tactic

SPEAKER:

Lisa Wieting

Director, Social Media

COHN, Denver, CO





WED., Sept. 25

GENERAL SESSION

10:15 – 11:15 a.m.

(Capitol Ballroom E&F – Lower Level)

Boomers in the Digital Age

AARP has been blazing trails in the digital world with its social media team, blog and online presence for years now. Find out what senior social media advisor Alejandra Owens learned along the way about boomers and the digital space and a shocking revelation about Gen Xers.

GUEST SPEAKER:

Alejandra S. Owens

Managing Editor AARP Blog
Social Communications Advisor
AARP, Washington, DC



GENERAL SESSION

11:30 a.m. – 12:30 p.m.

(Capitol Ballroom E&F – Lower Level)

Get Optimized!

From social media to search engine optimization to public relations, learn how to conduct an audit of your digital footprint and optimize your shopping center in the online environment. Valuable insights will be offered on the hottest new strategies to convert online users to on-site shoppers.

GUEST SPEAKER:

Stephanie Orton Lynch

Director of Public Relations
Delucchi+, Washington, DC



LUNCH SERVED



12:30 – 1:30 p.m.

#iTechLounge

(Capitol E&F – Lower Level)



WED., Sept. 25

POWER SESSIONS

(Capitol E&F – Lower Level)

#iTechLounge

YOU WILL HAVE THE OPPORTUNITY TO ATTEND FOUR 30-MINUTE SESSIONS
Please refer to description on page 7.

12:30 – 1:00 p.m.

1. Virtual Reality: Digital/Social Case Studies from the Retail Industry

SPEAKER:

Lisa Wieting

Director, Social Media

COHN, Denver, CO



1:00 – 1:30 p.m.

2. Emerging Technology in Commercial Real Estate

SPEAKER:

Alex Markson

CEO, Property Capsule, Baltimore, MD



1:30 – 2:00 p.m.

3. Evolution of Social Advertising: Content=Ads

SPEAKER:

Lisa Wieting

Director, Social Media

COHN, Denver, CO



2:00 – 2:30 p.m.

4. Demo: Creating Social Ads

SPEAKER:

Lisa Wieting

Director, Social Media

COHN, Denver, CO



WED., Sept. 25

GENERAL SESSION

2:15 – 3:30 p.m.

(Capitol Ballroom E&F – Lower Level)

Nice Finishes First

Best-selling author, entrepreneur and global corporate speaker Peter Shankman has one simple philosophy that rules his life: “Be nice to people.” In his latest book, “Nice Companies Finish First: Why Cutthroat Management is Over—and Collaboration Is In,” Peter explains how companies that focus on customer service, employee retention and simply “being nice” actually generate up to 30 percent more revenue, profits and sales than companies that still believe in the “kill your young” mentalities of the 1970s and ’80s. In Peter’s new exciting and humorous keynote, “Nice Finishes First,” he’ll explore the multiple ways that creating a “nice” company is more profitable – not only for the company, but for employees, shareholders and customers as a whole. He’ll offer several real-life examples, featuring companies you encounter every day, showing how slight top-down changes produce real revenue growth, and will give you a minimum of six actions you can implement in your company right now to start seeing immediate growth. See what Peter has already taught NASA, NAPO, Sprint, American Express, Hyundai, The US Department of Defense, Saudi Aramco, FOX Entertainment and hundreds more companies: It all starts with being nice.

GUEST SPEAKER:
Peter Shankman
President
The Geek Factory, Inc.
New York, NY



MEETING ADJOURNS



3:30 p.m.



Sponsors

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COHN Marketing

COHN believes the strongest marketing and public relations results come from collaborative thinking and a spirit of working together to create breakthrough results. We create new brands and propel existing brands forward with simultaneous expertise across five strategic areas of focus. At COHN, Inc., strategy and creative work together to market your business. Public relations supports online visibility. Compelling copywriting drives search engine returns. Beautiful design makes social media programs more effective. Online and mobile strategies work in sync. Under one roof, our experienced team members cross traditional agency boundaries and work together to generate meaningful results.

COHN Marketing
2881 N Speer Blvd
Denver, CO 80211
www.Cohnmarketing.com

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Federal Realty is a proven leader in the ownership, operation, and redevelopment of high quality retail real estate in the country's best markets. Built upon foundations of opportunity, we take a disciplined approach to every aspect of commercial retail real estate. Whether it's redevelopment, property management, or acquisitions, we make sound, strategic decisions based on solid demographics, broad experience, and stable resources. This has led to a high quality portfolio of assets. We turn commercial real estate into exciting destination retail centers that suit their exceptional locations.

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www.federalrealty.com



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The Social Media Monthly
Cool Blue Company, LLC
2100 M Street NW Suite #170-242
Washington, DC 20037, USA
www.thesocialmediamonthly.com



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Property Capsule

Property Capsule is the Cloud-based platform that helps you manage and present your property portfolio, and are the creators of the first and best CRE portfolio presentation app for the iPad. Manage all your property portfolio information in our cloud based platform that automates everything from creating custom branded flyers to updating site plans and logos as tenants move in and out. Present your properties using high-end designer interfaces for iPad, Web, Mobile, Print, Kiosk and Desktop. We have developed the technology for the next generation tour book; replace your static maps and canned presentations with an iPad and live data-driven maps and queries. Answer questions on-the-fly with live access to data in familiar formats that you previously only had on paper.

Property Capsule
111 Water Street Suite 210
Baltimore, MD 21202
www.propertycapsule.com



ShopKit

ShopKit is a turn-key mobile app, website & social media platform for retail shopping centers. Today's shopper has a shopping bag in one hand and a mobile phone in the other, and they expect more from their shopping experience than just a "You Are Here" map. ShopKit gives shopping centers a total digital presence that enhances a shopper's experience with a mobile app, website and social media integration—fully branded and manageable.

ShopKit
8337 Cordova Road, Ste. 102
Memphis, TN 38016
www.getshopkit.com



ShopperTrak

ShopperTrak, the global leader in retail foot traffic counting, collects and analyzes anonymous foot traffic and shopper demographics identifying revenue opportunities for more than 400 of the leading mall owners, shopping center managers and retailers around the world. ShopperTrak data can be used to guide retailer placement/leasing, measure the effectiveness of marketing activities and to improve operational efficiencies. Additionally, ShopperTrak is the only company to offer exclusive data sets projecting the total number of visits made by shoppers, everyday. By providing an estimate of the total number of shoppers by geography and retail category, savvy mall managers and retailers can understand and evaluate performance in context of the total shopper landscape. ShopperTrak services are deployed in more than 60,000 locations in 90 countries and territories. The Chicago-based company has more than 200 employees, with offices in San Francisco; High Wycombe, England; Dubai, United Arab Emirates; Helsinki, Finland and Shenzhen, China. Find out more at www.shoppertrak.com.

ShopperTrak
233 S. Wacker Drive
Chicago IL 60606
www.shoppertrak.com



Sonic Notify

Sonic Notify is redefining the retail experience for brands through a proprietary signal that allows content to be delivered passively to a smartphone through a stores already existing in-store audio network and/or our shelf beacons. We give you back control of your retail environment as our tech integrates into already existing apps.

Sonic Notify
251 5th Avenue, 6th Floor
New York, NY 10016
www.sonicnotify.com



Speaker Biographies

Michael P. Kercheval



Michael is the President and Chief Executive Officer of the International Council of Shopping Centers (ICSC). He joined ICSC in January 2000 and was elected to the position of President and CEO in May 2001, becoming only the third CEO in the association's almost sixty-year history. ICSC is the global trade and professional association of the retail property industry, with some 60,000 members in more than 100 countries. ICSC provides research, education, advocacy and business-development resources to the individuals and companies who make up the world's shopping center and retailing industries. ICSC is a global association headquartered in New York City, with offices in Mexico City, Toronto, Beijing, Singapore, Dubai, Brussels, London and Washington DC. The organization has an annual budget of \$US70 million and full-time staff of 150. An economist by training, Mr. Kercheval started his career at the Equitable Life Assurance Society of the U.S. in its investment research area. Over the years, he held a series of positions culminating with the title of Senior Vice President and Portfolio Manager of Equitable's U.S. \$12 billion commercial mortgage portfolio. Following the acquisition of Equitable Real Estate in 1997, by Lend Lease, Kercheval was named Principal and CEO of Lend Lease Latin American Realty Advisors, Ltd, operating in Buenos Aires, Argentina and Santiago, Chile. Earlier in his career Mr. Kercheval worked on a series of public health and development projects in Central America, taught Urban Economics at Columbia University in New York City, and served as staff economist on the Colorado Governor's Blue Ribbon panel on Economic Growth Management. A graduate of the University of Colorado with degrees in economics, political science, and international affairs, Kercheval earned his graduate degrees in economics from Columbia University, New York. He has authored research papers on international economics, real estate investment, and economic growth management. Kercheval is the recipient of the German Council of Shopping Centers' 2011 Award of Excellence and was given the 2011 Outstanding Association Executive award by the New York Society of Association Executives, of which he is a past chairman. Kercheval is also active on the executive committee of the University of Florida Retail Program and serves on the boards of the Real Estate Associates Program (REAP), the ICSC Foundation and Amigos de las Americas. He is a member of the Zell/Lurie Real Estate Center of The Wharton School at the University of Pennsylvania, the Real Estate Roundtable, and the University of Colorado Real Estate Center National Advisory Board. Mike, his wife Dana, and their two children reside near Princeton, New Jersey.



Stephanie Orton Lynch



Stephanie is Director of Public Relations for Delucchi Plus and Blue Bug Digital, Washington, DC. As Director of Public Relations for Delucchi Plus and Blue Bug Digital, Stephanie oversees and manages the traditional and digital public relations initiatives for the firm's clientele, in addition to contributing to agency management and business development. Stephanie has more than 20+ years experience in piloting signature communication campaigns in the commercial real estate and property management, retail and hospitality industries. Stephanie works with clients to incorporate fully integrated messaging strategies across all mediums including social media, search engine optimization, pay-per-click, websites, traditional and blog placements, and optimized press releases to build, manage and protect their company's brand and/or products. Prior to joining Delucchi Plus and Blue Bug Digital, Ms. Lynch was the Vice President of MJ Marketing, a public relations firm in Bethesda, MD. Additional career experience includes roles as Marketing Director for CarrAmerica and Hines and Regional Marketing Director for Nordstrom in the Washington / Baltimore region. Stephanie currently serves as the Vice Chairman of the Board of Directors of Special Olympics Virginia. She received her Bachelor' Degree in Communications from Brigham Young University and is active in numerous professional and industry organizations. Outside of work, her passions include boating, skiing, reading, photography and yoga. Stephanie lives in Alexandria, Virginia with her husband, daughter and dog.

Alex Markson



Alex is a technologist and serial entrepreneur; a geek by nature on the path of a young hacker turned business person. He has led a career focused on the intersection of Design, Technology, Business and Users. Alex has 25 years of experience with software development, products & start-ups, including 15 years of both mobile and web app development. Most recently, Alex is the CEO and Co-Founder of commercial real estate tech start-up, Property Capsule. Property Capsule has moved property portfolio management into the cloud and transforming the retail leasing space. He previously founded No.inc, a User Experience Design and Technology Innovation consulting firm. No.inc opened its doors in 2000 and is still operating today. At No.inc, Alex led technology innovation work for the likes of Google, Palm, Samsung, Microsoft, Verizon, Advertising.com, Pfizer, MTV, AOL, Discovery, Coca-Cola, Videology Group, Boost Mobile, the Internal Revenue Service, Marriott Corporation, Sylvan Learning Systems, Smithsonian Institution, The Wall Street Journal, Georgetown and Johns Hopkins University. Additionally, Alex has served as adjunct faculty for the George Washington University. Before consulting, Alex co-founded one of the top 5 multi-player games on the Internet in the pre-Web era while still a teen.

Alejandra Owens

Alejandra is the Managing Editor of AARP's blog where she manages more than 40 contributing bloggers covering an array of issue areas from travel to Social Security policy and more. She also advises senior leadership on social communications and content strategy, planning and execution. In her spare time Alejandra is a food writer. She maintains her own site, Frijolita.com, is Food & Drink editor at a hyper-local DC blog named Borderstan and writes for Food Network's City Eats DC. She can be found on social platforms including Facebook, Twitter and Pinterest, making regular use of these tools to enhance brand awareness for AARP, Borderstan and her own personal brand.



Diana Podaski

Diana packs her calendar to fill my days, nights and minutes with a mix of work hard, play hard. She is the Marketing & Social Media Manager at Linear Retail out of Boston, MA. Diana specializes in corporate marketing, PR, web, advertising, SEO, brand strategy, new communication technologies, corporate events, social media and working with independent retailers. She is the Co-chair of the ICSC Boston Next Generation Committee and serves as a member on the ICSC New England Idea Exchange and ICSC MOCIAL Committee. One of her favorite industry commitments is writing for the largest weekly real estate newspaper in the country, New England and New York Real Estate Journal where she has a (rather witty) column titled, "Dishing Social Media." When Diana is not working you can find her at a Zumba class or a guitar lesson, any place that has live music, wine tasting in the city or escaping to CT (where Diana is originally from), Lake Winnipesaukee or Cape Cod and the Islands.



Scott Ryan

Scott is the Vice President, Strategic Partner Marketing - Specialty Retail for The Coca-Cola Company in Atlanta. In this role, Scott leads a team of sales and marketing professionals to grow revenues and profits among retailers in the specialty retail on-premise channels where the company's bottled beverages are bought and consumed one drink at a time. Since joining the Coca-Cola Company in 2001, Scott has worked in a variety of sales and marketing capacities with regional and national On-Premise, Retail customers and marketing alliances such as the National Hot Rod Association (NHRA), 2010 Winter Olympics and MGM Mirage at both Coca-Cola North America and Coca-Cola Enterprises – Coca-Cola's largest bottler. As part of his current responsibilities, Scott now heads up Coca-Cola Refreshment's North American strategy and implementation with the National Shopping Center industry players. Prior to joining Coca-Cola, he worked in sales and marketing capacities at Gap, Inc. and Sodexo. A native of Rancho Cucamonga, California, Scott received his Bachelors in Advertising from the University of North Carolina at Chapel Hill and is currently completing his Masters of International Business at Georgia State University's Robinson College of Business. Away from Coca-Cola, Scott is an avid international traveler, snow skier and scuba diver and is involved with the Boys and Girls Club of Atlanta, Dress for Success and is a member of the Network of Executive Women (NEW).



Peter Shankman

PR Week Magazine has described Peter as "redefining the art of networking", and Investor's Business Daily has called him "crazy, but effective." Peter is a spectacular example of what happens when you merge the power of pure creativity with Attention Deficit Hyperactivity Disorder (ADHD) along with a dose of adventure, and make it work to your advantage. An author, entrepreneur, speaker, and worldwide connector, Peter is globally recognized for radically new ways of thinking about marketing, customer service, advertising, PR, and social media. Peter is currently the co-founder of Shankman | Honig, a global consultancy that empowers companies to better utilize their customer service to increase revenues and decrease marketing costs. Peter is best known for founding Help A Reporter Out, (HARO) in 2008, which in under a year became the number one website for thousands of journalists on deadline to connect with experts and sources for their stories around the globe. HARO is currently the largest free source repository in the world, sending out over 1,500 queries from top-tier media to more than 300,000 sources each week, enabling any company or any individual to get their expertise in front of the world, entirely for free. HARO's tagline, "Everyone is an Expert at Something," proves over and over again to be true, as thousands of new sources add their knowledge at helpareporter.com





each week. In June of 2010, less than three years after Peter started HARO in his apartment, it was acquired by Vocus, Inc. Since 1995, Peter has maintained his award-winning blog at <http://shankman.com>, which both comments on and generates news and conversation. Peter consults worldwide to clients ranging from Fortune 50 companies to government agencies, including American Express, Sprint, The US Department of Defense, Royal Bank of Canada, Snapple Beverage Group, Unum, Walt Disney World, United Airlines, Saudi Aramco, Taj Hotels and Resorts, Peninsula Hotels, Foley Hoag, LLP, Haworth, Abercrombie and Kent, Liberty Safe Company, Discovery Networks, Harrah's Hotels, and many, many others. Peter is the author of three books: Most recently, *Nice Companies Finish First: Why Cutthroat Management is over and Collaboration is In* (Palgrave-MacMillan, April, 2013), *Customer Service: New Rules for a Social-Enabled World* (Que/Pearson, 2010), and *Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them* (Wiley and Sons 2006), and is a frequent keynote speaker at corporate summits, conferences, and tradeshows worldwide, including TEDx, South By Southwest, TBEX Europe, Affiliate Summit, BlogWorld Los Angeles and New York, The Public Relations Society of America, CTIA, CTAM, CES, PMA, OMMA, Mobile Marketing Asia, and the Direct Marketing Association, as well as dozens of private corporate events each year. Peter sits on the advisory boards of several companies, including DailyWorth, ScotteVest and Namely, and is honored to hold a seat on the NASA Civilian Advisory Council. He was appointed to this position by NASA Administrator Charles Bolden. He's also an angel investor, specializing in very early stage tech, advertising, marketing, and social media companies. A marketing pundit for several national and international news channels, including CNN, Fox News, The Today Show, and MSNBC, Peter is frequently quoted in major media and trade publications, including The New York Times, The Wall Street Journal, The Los Angeles Times, The Chicago Tribune, The New York Daily News, The Associated Press, Reuters and USA Today. A proud Boston University graduate, Peter started his career at America Online as a Senior News Editor, helping found the AOL Newsroom and spearheading coverage of the Democratic and Republican 1996 conventions, which marked the first time an online news service covered any major political event. Born and raised in Manhattan as a product of the New York City public schools, Peter still resides in Hell's Kitchen with his beautiful wife, stunning daughter, and not-so-bright cat, the latter of whom consistently denies his repeated requests to relinquish the couch. In the few hours of spare time Peter has per month, he's completed 14 marathons, seven Olympic distance triathlons, three half-Ironman triathlons, and one full Ironman Triathlon. He's also a "B" licensed skydiver with over 300 jumps. In 2011, Peter authored a Tweet that was voted as one of the Top Ten Tw.

Angela Sweeney

Angela Sweeney is an accomplished real estate marketing executive with over 15 years proven success in analyzing, developing and implementing strategic marketing plans that facilitate business growth and deliver results. She is currently the Vice President of Corporate Marketing & Communications for the Peterson Companies where she is responsible for developing strategic marketing and communications programs to support a fully integrated real estate platform including retail/mixed use, office and residential. She has worked for some of the industry's most prominent and well respected retail real estate companies including The Rouse Company, The Mills, Urban Retail Properties and Madison Marquette. Angela earned her Bachelor of Science in Business Administration with a Marketing Concentration from Towson University and also holds a Masters Degree in Organizational Management from the University of Phoenix. Angela currently serves as the Chair of the ICSC Certified Marketing Director Committee and ICSC Mid-Atlantic Conference and Dealmaking Conference and participates on many other industry committees.



Mark Toro

Mark is Managing Partner for North American Properties. A champion of mixed-use and in-town development, he is leading the turnaround of Atlantic Station, a sustainable mixed-use development in Midtown Atlanta. As founder and managing partner of North American Properties' Atlanta office, Toro was behind the decision to buy Atlantic Station and is leading the successful effort to re-make the development with new tenants and a better shopping experience. Toro is heading the company's other efforts in the mixed-use space, including the recent purchase of Avalon, a planned \$600 million mixed-use community in the northern suburbs of Atlanta. Toro is known in the real estate industry as a social media leader. An industry veteran, Toro has led the acquisition, development and redevelopment of more than 19 million square feet. Prior to opening the Atlanta office, he served as managing director for Faison & Associates and vice president of development at Cousins/New Market Development Company. Mr. Toro holds a degree from Rutgers—The State University of New Jersey. He is active in ICSC and the Midtown Alliance.



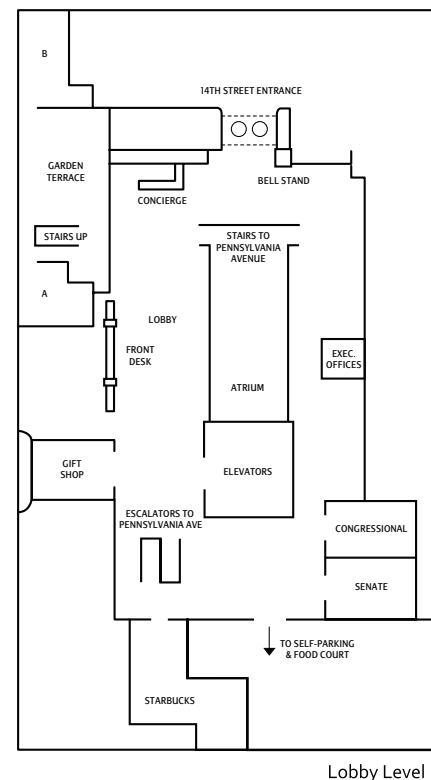
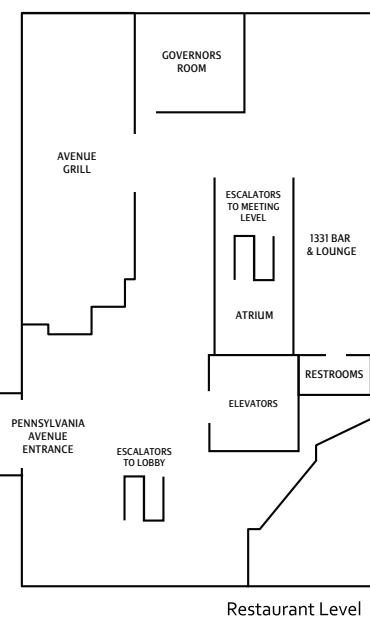
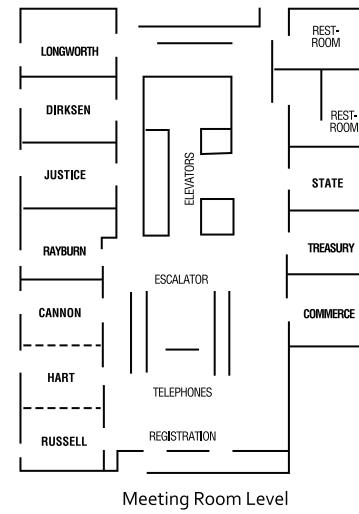
Lisa Wieting

Lisa, Social Media Directory, COHN, Denver, CO. Lisa's unique role requires deep understanding and expertise in two complex disciplines—PR and social media—and her proven ability to achieve consistent success in both areas is truly remarkable. Where Lisa really excels, however, is in bridging the gap between public relations and social media strategy, which has proven to be incredibly valuable in today's ever-changing media climate. As a former NBC Sports employee and a loyal member of Husker Nation, Lisa utilizes her time outside of work to religiously follow Nebraska football.



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