



Reno Next Generation Program

Thursday, September 12, 2019

Skipolini's Pizza – The Summit Reno
13971 S Virginia Street
Reno, NV 89511
5:00 – 7:30 pm

Retail: Mixing it Up

Please join us as the ICSC Reno Next Generation Committee hosts a panel discussion that takes a close look at Reno's unprecedented retail growth and the billions it is expected to gain within the next five years. Learn how mixed-use impacts the growth potential for future and continued growth. Hear from a panel who will share their goals and insights for sustainable economics for their companies and projects, and engage in a robust conversation about how they may impact your business.

- When do retailers capture additional sales through mixed-use?
- What role does each (residential, office and retail) play in the consumer journey?
- How does consumer behavior influence retail strategies?

Program Agenda

5:00 pm – Registration
5:30 – 6:30 pm – Panel Discussion
6:30 – 7:30 pm – Networking Reception

Panel

Armando Ornelas Jr., Assistant Community Services Director City of Sparks
William Stone, Principal, S Squared
J. Carter Witt III, President, Silverwing Development

Program Planning Committee

Melissa Adams, ICSC Reno Next Generation Program Planning Committee Chair, Bayer Properties; **Lori Knudtson**, ICSC Reno Next Generation Program Planning Committee Co-Chair, Bayer Properties; **Gigi Chisel**, Lewis Management Corp.; **Shawn Clancy**, Eldorado Resorts, Inc.; **Scott Jolly**, Site Consulting Specialist; **Mark Keyzers**, NAI Alliance; **Sean Retzlloff**, CBRE; **William Stone**, S Squared;

Thank You to Our Sponsor



Registration Fees

	Advance*	On-Site
Member	\$25	\$40
Non-Member	\$40	\$55
Student Member	\$15	N/A
Public Official	\$20	\$35

*Advance registration will close **September 9, 2019**
There are no refunds for cancellations.

ICSC Event Contact
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2019N28-2370-30-KC

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

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Your Membership I.D. # _____ Email _____

METHOD OF PAYMENT (No cash accepted in advance or on-site.)

Check made payable to ICSC for \$ _____

MasterCard VISA Amex Discover Total: \$ _____

Name (as it appears on credit card) _____ Signature _____

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

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.