



Speaker Biographies

NIKOLAS BADMINTON leads the Tribal DDB planning and strategy team responsible for creating digital, mobile and social strategies that enable their clients create and maintain engaging and inspiring user experiences. With 15-years of traditional and digital marketing experience in consumer and business-to-business markets, Badminton has delivered award-winning client programs across a range of categories including, retail, telecommunications, travel, consumer packaged goods, finance, entertainment and technology. He has over 10 years' experience in the mobile industry, with providers such as T-Mobile, AT&T, O2, British Telecom and Vodafone, and actively develops forward-thinking strategies in mobile engagement. Nikolas often speaks at industry conferences and writes articles for Marketing Magazine, DM News and other publications.

LAURA BALLANCE has worked on corporate reputation and media outreach programs for numerous clients across many industries. Projects have included strategic media relations; corporate and thought-leadership development and publicity; internal and external public relations; Online strategy; collateral development; and crisis management. Laura is recognized by her peers, and more importantly the media in British Columbia and throughout Canada, as one of the most influential media relations practitioners today. She has deep contacts within media outlets across the country – from the smallest community newspaper to the news directors and editors the largest and most influential television and major daily newspapers in Canada. Laura Ballance Media Group's clients include the Forest Products Association of Canada, Disney on Ice, Rogers Chocolates, the Vancouver International Airport's retail sales program, Metropolis at Metrotown and the 2010 Olympic Games Secretariat.

CHRIS BRAWN has been involved in retail real estate for well over 20 years. He began his career in the 1980's at Dylex when they were at their height, looking after the leasing at various points for Tip Top, Suzy Shier, Thrifty's, Big Steel Man, BiWay, and La Senza. From there he moved to Cambridge Shopping Centres (now Ivanhoe Cambridge) through the recession in the early 90's and then on to the Frum Development Group where he took on the role of Director of Development as well as Leasing. Then Chris opened the Toronto office for Oberfeld Enterprises which subsequently merged with Snowcap Investments to become Oberfeld Snowcap, North America's largest Tenant Representation firm. Among his responsibilities there was the expansion of Dollarama in Ontario, including the purchase of 60 stores through the BiWay bankruptcy. Then Chris moved back to the Landlord side when he joined First Capital Realty, overseeing the leasing of an ever expanding portfolio of properties in Ontario and Western Canada. More recently, when Bain Capital bought out majority interest in Dollarama in 2004, Chris' former client from Oberfeld asked him to come on board with the expansion of the chain across Canada where he has been since February 2005, and has overseen the opening of more than 350 stores along with hundreds of renewals, expansions and relocations. Chris holds both an HBA and an MBA from the Richard Ivey School of Business at the University of Western Ontario as well as his Certified Leasing Specialist from the ICSC. He has recently stepped down as the Ontario Retail Chair for the ICSC.

JILL KROP has been in the "News Business" for 25 years. She's anchored every kind of newscast there is and has just recently moved on from anchoring Global BC's 11pm News Hour Final. She's now focusing on social media - sharing with Global BC's viewers what's "Trending" both on TV and on-line. Global BC has just announced plans for a 24 hour news channel that's expected to be on-air by the summer, at that time Jill will host a one hour talk show that will air Monday-Friday 8-9pm.

DAVID LEE-FAY is a partner at Linx Marketing Inc. Linx Marketing is a sports marketing agency with offices in Vancouver and Edmonton. Prior to founding Linx Marketing David worked for Lang & Associates which was a Toronto based sponsorship marketing agency. David opened and managed Lang's first US based office in Atlanta Georgia. David has taught sports and sponsorship marketing at UBC, SFU and Langara College. David has an MBA from Royal Roads University in Victoria.

STEPHEN MESSINGER is senior partner with the commercial leasing group of Minden Gross, specializing in commercial leasing and development. Clients include many North American large, sophisticated developers, property and asset managers, retailers, banks, trust companies, pension funds. ICSC Canadian Division Special Initiatives Chairman, past Operations Chairman and 1998 and 2001 Distinguished Service Award recipient. Lectures and writes extensively. Frequently serves as expert witness on commercial leasing matters. On Editorial Board for and contributor to Shopping Centre Leases, Volumes I and II and contributor to Shopping Centre Leases Second Edition. Member of Advisory Boards of Georgetown University Law Center Advanced Commercial Leasing Institute and Commercial Lease Law Insider, Shopping Centre Management Insider and Commercial Tenant's Lease Insider. Named as one of Canada's most frequently recommended property leasing lawyers by the Canadian Legal LEXPERT Directory and by the Lexpert/American Lawyer Guide to the Leading 500 lawyers in Canada. Named one of the best lawyers in Canada in his practice area by Best Lawyers in Canada. Member, Canadian and American Bar Associations, Upper Canada Law Society Real Property Section. Ontario Bar 1968.

EVI MUSTEL is President of Mustel Group, a Vancouver based full-service market research company that was founded in 1980. Evi has an extensive background in shopping centre and retail research. Her firm has conducted over 100 studies for shopping centres and major retailers across B.C. and Canada, including attitude and usage studies, customer satisfaction tracking, traffic counts, customer intercept surveys, advertising tracking and mystery shopping.

MICHAEL PENALOSA has been with Thomas Consultants for 13 years and is responsible for the firm's business development, office operations and project management. Michael has participated in a wide range of real estate development projects throughout North America, Asia, Middle East and North Africa, and is a leading professional in defining and planning successful approaches for viable retail and mixed-use development strategies. His project experience includes the strategic planning of: downtown revitalizations, resort developments, master-planned communities, main street' retail, mixed-use town centres, entertainment centres and mall redevelopments.

ANDREW M. RAMLO, Director, Urban Futures. As a planning consultant and demographer Andrew Ramlo is well known for his uncanny ability to forecast future demographic and economic changes in Canada's diverse markets. As Executive Director of Urban Futures, Andrew works with many of Canada's leading investors, retailers, and developers, as well as many of the country's most rapidly changing municipalities, public agencies, and crown corporations. As a Director of the Urban Futures Institute Society, Andrew has contributed to a broad base of publicly-available research on topics ranging from the changing dimensions of Canada's labour force,

pension plans, and health care, to urban planning, community development, and regional economics.

JAMES SMERDON has been consulting to retailers, developers and governments for 13 years, and is currently Director of Retail Consulting with Colliers International Consulting in Vancouver. Prior to joining Colliers in 2007, Jim worked as a Retail Consultant with Hudema Consulting for seven years. Since 2005, he has been involved in hundreds of projects involving retail market studies, demand forecasts, shopping centre strategic plans, retail location studies, and merchandise mix plans. His specialization is retail and strategic planning. James was recently recognized as one of Business in Vancouver's Top Forty Under 40 business professionals.

LAWRENCE SPICER is the Vice-President, Channel Strategy, Canadian Banking, RBC, and is accountable for both branch and ATM networks, consisting of 1214 branches and 4300 ATMS, across the country. Lawrence leads the Canadian Banking Channel Capabilities Transformation, optimizing network distribution capacity and introducing the new Retail Store strategy across the retail bank. Prior to his current role, Lawrence spent two and a half years at RBC Caribbean, where he led the establishment of the Sales and Service infrastructure. Since joining RBC in 1989, Mr. Spicer has worked extensively with personal and business clients in various geographies. His expertise in strategy development, direct sales and sales leadership was developed through a variety of National Office and Field Sales Leadership roles, where he led a number of large scale change initiatives. Lawrence is a graduate of the University of Regina holding Bachelor of Arts and a Bachelor of Business Administration degrees and also holds an MBA from the University of Saskatchewan.

STEVE WOZNIAK is a Silicon Valley icon and philanthropist for the past three decades, and has helped shape the computing industry with his design of Apple's first line of products, the Apple I and II, and influenced the popular Macintosh. For his achievements at Apple Computer, Wozniak was awarded the National Medal of Technology by the President of the United States in 1985, the highest honor bestowed on America's leading innovators. On April 1, 1976, Steve Jobs and Steve Wozniak formed Apple Computer. Wozniak quit his job at Hewlett Packard and became the vice president in charge of research and development at Apple. The Apple I was priced at \$666.66. Jobs and Wozniak sold their first 100 computers to a local dealer. In 1980, Apple went public and made Jobs and Wozniak multimillionaires. In 2000, Steve Wozniak was inducted into the Inventors Hall of Fame and was awarded the prestigious Heinz Award for Technology, The Economy and Employment for "single-handedly designing the first personal computer and for then redirecting his lifelong passion for mathematics and electronics toward lighting the fires of excitement for education in grade school students and their teachers."