

WHAT INSPIRES YOU?

# Fusion

## THE 2009 ICSC

Management, Marketing and  
Specialty Leasing Conference,  
Deal Making and Trade Exposition  
+ MAXI Awards

### FINAL PROGRAM

March 29 - April 1, 2009  
The Westin Diplomat Resort & Spa  
Hollywood, Florida, USA

#### **RETAILERS**

Attend Free!  
See details on  
page 5.



International Council  
of Shopping Centers

# Fusion 2009: The ICSC Management, Marketing and Specialty Leasing Conference, Deal Making and Trade Exposition + MAXI Awards

In response to ICSC members who had attended our annual Fall Conference and our annual Specialty Retailing Conference, we have combined efforts to give you a bigger, better conference that combines the best of both.

Fusion 2009: The ICSC Management, Marketing and Specialty Leasing Conference and Trade Exposition + MAXI Awards is themed "Inspiration". With a variety of educational events, an enlarged trade exposition with many deal making possibilities, plus various networking opportunities, there is much to do and much to see. Now you can attend a more diverse event with sessions that will inspire you, with hundreds more industry professionals you want to meet. And you will find Hollywood, Florida and The Westin Diplomat Resort & Spa a very comfortable environment to do business.

This conference will be packed with dozens of industry and outside speakers to learn from who will provide up-to-the minute information and share their knowledge.

## Who Should Attend?

If you are a shopping center manager, marketing director, retailer, developer, supplier, manufacturer, entrepreneur, real estate manager, leasing representative, specialty leasing professional, or owner/operator, Fusion is a must-attend event for you.

At this conference, you will find what you need to know to compete in today's climate with its emphasis on shifting consumer needs and expectations, new technologies, channels of distribution and innovative competition. Whether you're a retailer, developer, supplier or owner, you'll find sessions tailored to meet your needs. There will be sessions specifically targeted to the specialty leasing professional, to the marketing professional and to the management team.

## Networking Opportunities

We've built in many opportunities for you to develop and further relationships. An optional golf tournament, your choice of retail tours, dozens of networking roundtables, the Welcome Reception, the ICSC Certification Lounge, and the MAXI Awards are all designed to encourage you to meet and network with your colleagues.

## Special Pre-Conference Optional Event: Inspiration Team Volunteer Day

In 2007, over 300 volunteers helped to rebuild homes devastated by Hurricane Katrina in the New Orleans area, and we are ready to help South Florida. We are planning a special Inspiration Team Volunteer Day charitable event, devoted to the needs of South Florida on Sunday, March 29, 2009.

## Trade Exposition

An opportunity to meet with all the key players in the industry, the Trade Exposition is an ideal place to network with the industry's suppliers, top developers and retailers, plus find exciting new product ideas. For more information, contact Douglas Lugo at +1 646 728 3847 or [dlugo@icsc.org](mailto:dlugo@icsc.org)

## Retail Educational Study Tours

We will provide a choice of four area retail venues during the morning of Monday, March 30 for you to visit and learn about.

## Sponsorship Opportunities

If you are a retailer, supplier, manufacturer, entrepreneur, real estate manager, leasing representative, shopping center manager or owner/operator, sponsorship is a great way to promote your company during Fusion. For further information, please contact Madison Gross, ICSC's Senior Manager, Education, at [mgross@icsc.org](mailto:mgross@icsc.org)

## MAXI Awards

See winners of marketing and income-generating events and programs receive their worthy recognition and learn from the experience during the ceremony on Wednesday, April 1.

# Fusion: The 2009 ICSC Management, Marketing and Specialty Leasing Conference Program Committee



John F. Bemis  
2009 ICSC Fusion Conference Program  
Committee Co-Chair  
Executive Vice President and Director of  
Leasing  
Jones Lang LaSalle  
Montgomery, AL



Susan D. Zewicke  
2009 ICSC Fusion Conference Program  
Committee Co-Chair  
President  
Devyn Larkham Associates  
Saline, MI



Ann M. Ackerman, SCMD  
Talisman Companies LLC



Michele Babcock, SCLS  
Donahue Schriber



John Bacon  
Converge Development Group, LLC



Lisa A. Bell, CMD  
Urban Retail Properties, LLC



Anita M. Blackford  
Feldman Mall Properties, Inc.



Patricia M. Blasi, SCSM  
Calamar Capital Services, LLC



Cristina R. Bremner, SCMD  
Rack Room Shoes, Inc.



James W. "Wally" Brewster, SCMD  
General Growth Properties, Inc.



Michael Briellmann  
Gift Giant Ltd.



Linda Carrick-Warfield, SCMD, SCSM, SCLS  
Colliers International



Suzanne K. Cayley  
Ivanhoe Cambridge Inc.



Janine Christian, SCMD, SCSM  
Jones Lang LaSalle



Clinton M. Cochran, SCSM  
Kravco Simon Company



Thomas Coco  
CTM Group Inc.



Jeffrey A. Cohn, SCMD  
Cohn Marketing Group, Inc.



Cheryl Dougherty, SCMD  
Becker Group



Tim Earnest, CSM, CMD  
Simon Property Group



Barb J. Faucette, SCMD  
CBL & Associates Properties, Inc.



Yamila Garayzar  
Turnberry Associates



Deborah Georgetti-Piro  
The Mills—A Simon Company



John L. Gerdes, SCSM, SCLS, CPM  
L & B Realty Advisors, LLP



Kenneth Gillett, SCSM  
Macerich



Lydia Gilmore, CMD  
Simon Property Group



Mort Goldstrom  
Newspaper Association of America



Wendy Greenwood, SCMD  
The Cadillac Fairview Corporation Limited



Heather L. Herring  
The MGHerring Group, Inc.



Kurt Ivey  
Madison Marquette



Linda Johansen-James  
North American Kiosk, Inc.



John S. Kokinchak, SCSM, SCLS  
Developers Diversified Realty



Deborah S. Kravitz, CLS  
Provenzano Resources, Inc..



Jane Lisy  
Forest City Enterprises



Rebecca Maccardini, SCMD  
RM Resources, LLC



Cherilyn Megill, SCMD  
Inland Western Retail Real Estate Trust, Inc.



Barbara A. Nicklas, SCMD  
General Growth Properties, Inc.



Patricia Norins  
Pinnacle Publishing Group



Cyd Perszyk  
Smarte Carte Inc.



Joseph Purifico  
Masquerade LLC



Beverly A. Ricks, SCSM, SCLS  
Retail Property Solutions LLC



Scott R. Schroeder  
Developers Diversified Realty



Deane M. Shauger, SCSM  
Poag & McEwen  
Lifestyle Shopping Centers LLC



Kate M. Sheehy, RPA, CSM  
General Growth Properties, Inc.



Tama J. Shor  
Directory of Major Malls/Shopping Center Digest



Shavak Srivastava, CMD  
SQ, FT. Consulting



Susan Valentine, SCMD  
Macerich



Sarah M. Vasquez, SCSM  
Westfield, LLC



William P. Whiteside, CPM, CSM  
Macerich



Susan E. Williams  
The Cadillac Fairview Corporation Limited



Robert C. Wolfe, CMD  
Cherry Hill Photo Enterprises, Inc.

# be inspired.

Enter your best and get ready for a whole new **MAXI experience!** We're looking for the most original and effective marketing and income generating programs in the shopping center industry. For MAXI 2009, we've created two new award categories: Alternative Revenue and Visual Merchandising. Visit [www.icsc.org/maxiawards](http://www.icsc.org/maxiawards) to download the Call for Entries and find out more.

**The MAXI Awards will be held in Hollywood, Florida,  
on April 1st at the new FUSION Conference.  
The entry deadline is January 22, 2009.**

MAXI AWARDS  ICSC GLOBAL AWARDS APRIL 1, 2009 : FUSION CONFERENCE : THE WESTIN DIPLOMAT RESORT & SPA : HOLLYWOOD, FL

# FREE OFFER FOR RETAILERS!

## RETAILERS:

Attend any or all three days of Deal Making, Trade Exposition and the Retail Corral FREE!

Trade show hours:      **Monday, March 30, 3:00 – 6:00 pm**  
                                   **Tuesday, March 31, 10:00 am – 4:00 pm**  
                                   **Wednesday, April 1, 9:30 am – 12:00 noon**

In addition, you may attend on Tuesday, March 31, from 3:30 – 4:30 pm, a special RETAILER BONUS SESSION:  
**How to Expand Your Retail Business (Now is the Best Time!)**

Whether you are a retailer who wants to expand, a manufacturer who wants to start a retail operation or create an owner operator program, or a representative of a shopping center company who wants to be able to teach the merchants, this workshop is a must-attend. Listen to experienced short-term retailers discuss their successes and their challenges in growing a retail business.

Name			
Title			
Company			
Address			
City	State/Province	Zip/Postal Code	Country
Business Telephone		Fax Number	
E-mail			

**Mail or fax this form to ICSC's Registration Department.**

**Fax: +1 732 694 1800**  
**Mail: International Council of Shopping Centers**  
**Attn.: Registration Department**  
**P.O. Box 26958**  
**New York, NY 10087-6958**

**For more information, contact the Trade Exposition Department, Douglas Lugo at +1 646 728 3847, fax +1 732 694 1735 or [dlugo@icsc.org](mailto:dlugo@icsc.org)**

# At-Door Program-at-a-Glance

## Sunday, March 29, 2009

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Pre-Conference Special Optional Event:

Volunteer Day

8:00 am – 3:00 pm

Conference Registration

2:00 – 6:00 pm

## Monday, March 30, 2009

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Conference Registration

7:30 am – 6:00 pm

Breakfast Served

7:30 – 8:00 am

An Orientation to the Fusion Conference for  
First Time ICSC Conference Attendees

8:00 – 8:30 am

CLS Test Review

8:00 – 10:00 am

CSM/CMD Test Review

8:00 – 12:00 noon

A Presentation on the 2009 Conference Educational  
Study Tours

8:30 – 9:15 am

Your Choice of Four Shopping Center Educational  
Study Tours (Optional Event: Pre-Registration Required)

9:15 am – 12:15 pm

Conference Grand Opening

1:00 – 3:00 pm

Grand Opening of Deal Making and Trade Exposition

3:00 – 6:00 pm

Certification Lounge (open to those who hold a CSM, CMD,  
CLS, CDP or Senior Designation)

3:00 - 6:00 pm

Welcome Reception

6:30 – 8:00 pm

## Tuesday, March 31, 2009

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Conference Registration

7:00 am – 4:30 pm

Breakfast Served

7:30 – 8:00 am

Certification Lounge (open to those who hold a CSM, CMD,  
CLS, CDP or Senior Designation)

7:30 am - 6:00 pm

General Session

8:00 – 10:00 am

Deal Making and Trade Exposition

10:00 am – 4:00 pm

Coffee Break at the Trade Exposition

10:00 – 11:00 am

Your Choice of Concurrent Sessions

11:00 am – 12:15 pm

Luncheon Served

12:15 – 1:00 pm

General Session

1:00 – 2:30 pm

Your Choice of Concurrent Sessions

3:30 – 4:30 pm

## Wednesday, April 1, 2009

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Conference Registration

7:30 am – 1:00 pm

Breakfast Served

7:30 – 8:00 am

Your Choice of Roundtable Problem-Solving Clinics  
(two rounds)

8:00 – 8:45 am (round one)

8:45 – 9:30 am (round two)

Deal Making and Trade Exposition

9:30 am – 12:00 noon

Certification Lounge (open to those who hold a CSM, CMD,  
CLS, CDP or Senior Designation)

12:00 noon - 4:00 pm

Luncheon Served

12:00 noon – 12:30 pm

General Session

12:30 – 1:45 pm

Your Choice of Concurrent Sessions

2:00 – 3:15 pm

MAXI Awards Reception

4:45 – 5:30 pm

MAXI Awards Ceremony

5:30 – 8:00 pm

# FINAL PROGRAM

## Sunday, March 29, 2009

8:00 am – 3:00 pm

### Optional Volunteer Day

(Separate Fee. Pre-Registration Required.)



Sponsored by American Express

#### The Inspiration Team — Fusing with Hands On Miami to influence a new generation and help improve their lives

Following the celebrated 2007 Passion Team, which assisted New Orleans in its rebuilding efforts following Hurricane Katrina, ICSC invites you to join the Inspiration Team, a volunteer effort in coordination with Hands On Miami, one of South Florida's most progressive outreach organizations. Beginning with breakfast at 8:00 am then boarding a bus at 9:00, you will travel to a school with predominant minority enrollment in South Florida classified by the United States Department of Education as "Title I," a program that distributes federal and State of Florida funding to schools with a high percentage of students from low-income families.

ICSC volunteers will help to influence the Mater Academy Charter Middle and High School students' career paths while at the same time being influenced by the wonders that these mature high-achieving students have become in an experimental charter school structure. ICSC volunteers will work with the Mater students in small groups by providing mentorship in career planning in multiple disciplines of the shopping center industry. Students will relate to the ICSC volunteers what they are currently learning in a multitude of areas including athletics, dance, environmental, theater and business leadership, and solicit feedback from ICSC volunteers, who will help to counsel students in business, marketing, retailing, media relations and public speaking techniques. Finally, the ICSC volunteers will work alongside the students on manual labor beautification projects such as planting a butterfly garden, painting parking bumpers, staining concrete walkways and fixing up the school auditorium.

Separate registration is required to participate. See the registration form on page 20 for details. Check in is at 8:00 am rain or shine. A \$50.00 nominal registration fee made possible through the generosity of American Express Company and other sponsors includes breakfast, round-trip bus transportation, an Inspiration Team t-shirt, all tools, equipment, material and lunch. A signed Hold Harmless agreement is required for each participant. The groups will

meet afterwards for a congratulatory reception, and the event will be featured on video during the Fusion opening ceremony the next day. Don't miss it. See the registration form on page 21 to register for this special event.

2:00 – 6:00 pm

Conference Registration

## Monday, March 30, 2009

7:30 am – 6:00 pm

Conference Registration

7:30 – 8:00 am

Breakfast Served

8:00 – 8:30 am

### An Orientation to the Fusion Conference

The orientation will prove helpful and informative during the time you spend at the Fusion Conference. You will discover ways in which you can maximize your participation and make the most out of your conference experience. You will also have an opportunity to network, make new friends and meet members of the ICSC Fusion Conference Program Committee, who will be happy to offer information about this new conference and answer questions.

#### Introductory Remarks:



John F. Bemis  
2009 Conference Program Committee Co-Chair  
Executive Vice President and Director of Leasing  
Jones Lang LaSalle  
Atlanta, GA



Susan D. Zewicke  
2009 Conference Program Committee Co-Chair  
President  
Devyn Larkham Associates  
Saline, MI

#### Speakers:

Michael Brielmann  
President  
Gift Giant Ltd.  
Central Islip, NY

## FINAL PROGRAM, continued

Barb J. Faucette, SCMD  
Vice President - Marketing  
CBL & Associates Properties, Inc.  
Chattanooga, TN

John S. Kokinchak, SCSM, SCLS  
Executive Vice President, Property Management  
Developers Diversified Realty  
Beachwood, OH

8:00 – 10:00 am

### CLS Test Review

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Visit [www.icsc.org](http://www.icsc.org) for more information or to register.

8:00 am – 12:00 noon

### CSM/CMD Test Review

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Visit [www.icsc.org](http://www.icsc.org) for more information or to register.

8:30 – 9:15 am

### A Presentation on the 2009 Fusion Conference Educational Study Tours

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This session will be held at The Westin Diplomat Resort & Spa. Going on one of today's shopping center educational study tours? Enjoy a continental breakfast to get your day started. Here is a chance to hear from the experts about the properties. Choose from four retail venues for you to visit and learn about:

- Tour #1: Entertainment-Focused Development: Aventura Mall**
- Tour #2: Traditional Retail: Galleria at Fort Lauderdale**
- Tour #3: Open-Air Fashion Center: Bal Harbour Shops**
- Tour #4: Tourist-Oriented Outlet Center: Sawgrass Mills**

#### Moderator:



Linda Carrick-Warfield, SCMD, SCSM, SCLS  
Director of Sales and Leasing  
Colliers International  
Orlando, FL

#### Speakers:

Clinton M. Cochran, SCSM  
Vice President, Management and Marketing  
Kravco Simon Company  
King of Prussia, PA

Luanne E. Lenberg, CMD, CSM  
Vice President and General Manager  
Sawgrass Mills | The Oasis | The Colonnade Outlets  
The Mills – A Simon Company  
Sunrise, FL

Joseph C. Szymaszek, SCSM  
Vice President of Retail Operations  
Turnberry Associates  
Aventura, FL

9:15 am – 12:15 pm

### Your Choice of Four Shopping Center Educational Study Tours

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Great surprises are in store for those attending one of the four shopping center tours. In addition to the unique properties that will be visited, attendees will receive special gifts and a chance to win gift cards at the retail locations they tour. The highlights of each property will be presented while en route, along with a question/answer period. The highlights of each property will be presented, along with a question/answer period.

Casual dress and comfortable walking shoes are recommended for this event. Buses leave from The Westin Diplomat Resort & Spa at 9:15 am for the tours. Time will be allotted for you to walk the area on your own and to shop at all four tours. You may choose one of four available tours as part of your conference registration fee. Pre-registration is required. Check a box on the registration form on page 26 to select the tour of your choice.



### **Tour #1: Entertainment-Focused Development: Aventura Mall**

Aventura Mall is South Florida's largest superregional center. It's a 2.8 million sq. ft. multi-level center, nestled in one of South Florida's most affluent communities. The center ranks as one of the top five highest grossing malls in the country in sales per square foot. Aventura Mall attracts locals from a wide market area as well as tourists from all over the world, due to its premier selection of retailers coupled by its ideal location. The mall's ownership recently completed a \$22 million renovation featuring dramatic architecture and modernized design, followed by a \$125 million dollar expansion adding Nordstrom and 30 new additional luxury retailers. One of the center's most unique features is Turnberry for the ARTS, an innovative program showcasing contemporary art installations by world-renowned artists throughout the center. Aventura Mall has been the recipient of numerous awards and distinctions, most recently voted Best Local Shopping destination by the *Miami Herald's* "Hot List". Aventura Mall is home to 280 stores, including some new additions: Calvin Klein, M Missoni, Ferrari Store, Gilly Hicks, Kate Spade, Barneys Coop, Cole Haan to name a few. Additional highlights include Nordstrom, Bloomingdale's, Macy's, Macy's Men's Home Furniture, JCPenney, Sears, 10 restaurants and 18 eateries, 24 AMC Theatre and an artist-designed interactive playground, Rainbow Valley.

#### **Tour Leaders:**

Diana S. Daniel  
Specialty Leasing Manager, Aventura Mall  
Turnberry Associates  
Aventura, FL

Anabel Llopis  
Marketing Director, Aventura Mall  
Turnberry Associates  
Aventura, FL

Oscar H. Pacheco  
General Manager, Aventura Mall  
Turnberry Associates  
Aventura, FL

Ted A. Siegal  
Senior Leasing Officer, Aventura Mall  
Turnberry Associates  
Aventura, FL

### **Tour #2: Traditional Retail: Galleria at Ft. Lauderdale**

The Galleria at Fort Lauderdale is an upscale, two-story, retail destination located just steps away from the beautiful beaches in Fort

Lauderdale. Originally known as the Sunrise Shopping Center, the original one level strip center was enclosed, redeveloped and renamed The Galleria at Fort Lauderdale. A major redevelopment of the center was completed in 2004, which introduced a new look and resort feel, plus the addition of major retailers and four popular restaurants including The Capital Grille, P.F. Chang's China Bistro, Season's 52 and Blue Martini. The one million square foot center, is anchored by Neiman Marcus, Macy's and Dillard's, in addition to 100 national and regional retailers. The Galleria remains a Fort Lauderdale treasure as the place to shop and be seen.

#### **Tour Leaders:**

Marlene S. Losee  
Director of Leasing  
Kravco Simon Company  
King of Prussia, PA

Melissa Milroy, SCMD  
Marketing Director, Galleria at Ft. Lauderdale  
Kravco Simon Company  
Ft. Lauderdale, FL

Kathy Renick  
Short Term Leasing Manager, Galleria at Ft. Lauderdale  
Kravco Simon Company  
Fort Lauderdale, FL

Mark Trouba, SCSM  
General Manager, Galleria at Ft. Lauderdale  
Kravco Simon Company  
Ft. Lauderdale, FL

### **Tour #3: Open-Air Fashion Center: Bal Harbour Shops**

Bal Harbour Shops is a glorious open-air mall home to an unmatched collection of luxury brands including Louis Vuitton, Chanel, Hermes, Gucci, Prada, Bottega Veneta, YSL, Dolce & Gabbana, Roberto Cavalli, Dior, Tory Burch, Valentino, Bulgari, Cartier, Graff, Harry Winston, Neiman Marcus, Saks Fifth Avenue and many more notables. This family owned and operated "shopping hall of fame," encompasses two levels of boutiques in an intimate 500,000 square foot retail setting. More than 43 years after opening, Bal Harbour Shops continues to thrive as one of the most popular shopping destinations in the world.

## FINAL PROGRAM, continued

### Tour Leaders:

Matthew Whitman Lazenby  
General Manager and Director of Leasing  
Bal Harbour Shops  
Bal Harbour, FL

Richard Lodes  
General Manager  
Bal Harbour Shops  
Bal Harbour, FL

Cheryl Stephenson  
Marketing Director  
Bal Harbour Shops  
Bal Harbour, FL

### Tour #4: Tourist-Oriented Outlet Center: Sawgrass Mills

Sawgrass Mills is Florida's largest value retail and entertainment center. It is home to over 400 retailers, including internationally recognized brand name stores, restaurants, entertainment venues and one of the largest Specialty Leasing programs in the United States consisting of 92 RMU tenants along with 20 kiosks and various ancillary common area uses. Sawgrass Mills' unique collection is found nowhere else in South Florida. Sawgrass Mills' latest addition, The Colonnade Outlets at Sawgrass is the region's premiere destination for high-end outlet shopping featuring an exclusive collection of luxury outlets, elegant dining and a relaxing spa in a foliaged, open-air promenade setting. Amenities include valet parking, decorative canopied walkways, as well as Mediterranean-style architecture and plazas to create an elegant and sophisticated atmosphere. Sawgrass Mills also offers the best collection of family dining and entertainment venues. With two food courts and seven sit-down restaurants including The Cheesecake Factory, Legal Sea Foods, P.F. Chang's and Grand Lux Cafe. Sawgrass Mills is also home to GameWorks, Regal 23 Cinemas, The Billiard Club and Wannado City™, America's first indoor role playing theme park for kids. The center is located in Sunrise, Florida, only 15 miles from Fort Lauderdale International Airport and 30 miles from Miami International Airport.

### Tour Leaders:

Luanne E. Lenberg, CMD, CSM  
Vice President and General Manager  
Sawgrass Mills | The Oasis | The Colonnade Outlets  
The Mills – A Simon Company  
Sunrise, FL

Michele M. Thompson  
Senior Leasing Executive  
Sawgrass Mills | The Oasis | The Colonnade Outlets  
The Mills – A Simon Company  
Sunrise, FL

1:00 - 3:00 pm

## Conference Grand Opening

### Speakers:



John F. Bemis  
2009 Conference Program Committee Co-Chair  
Executive Vice President and Director of Leasing  
Jones Lang LaSalle  
Atlanta, GA



Susan D. Zewicke  
2009 Conference Program Committee Co-Chair  
President  
Devyn Larkham Associates  
Saline, MI

### Inspiring Leadership in Challenging Times

How do you connect with your front line employees? How do you retain and win the hearts of your team so they in turn emotionally connect with your customers every day building and sustaining their loyalty? Get ready to sail the Seven C's of Emotional Leadership where you will discover new ways to build your team loyalty every day. This will be a dynamic, high energy, interactive, and fun leadership session that will share new techniques with real world applications. Our speaker's hands-on leadership experience and consistent track record of utilizing proven techniques effectively has consistently produced winning top line and bottom line results. Jim Welch was elected by Hallmark's Board of Directors to the position of Corporate Officer as the Senior Vice-President of Marketing, responsible for brand strategy and portfolio management, advertising, promotion, the Hallmark Hall of Fame, market research, Hallmark.com, licensing partnerships, retailer marketing, and customer loyalty programs. Jim and his teams created

compelling and innovative marketing initiatives with key partners that consistently produced strong retail results including the Hallmark Gold Crown independent store network, Wal-Mart, Walgreens, CVS, Disney, Mattel, Warner Brothers and many others. His new book, *GROW NOW- 8 Essential Steps to Flex Your Leadership Muscles*, was released earlier this year. Jim Welch has made book appearances recently on the Lifetime Radio Network, The Voice Of America, and The Oprah & Friends Radio Network.

**Guest Speaker:**



Jim Welch  
President and Founder  
The Growth Leader, Inc.  
Overland Park, KS

### Changing Trends: Maximizing Productivity Through Design

Good design may be good business, but it certainly isn't commonplace. Just consider the plight of Dilbert or maybe your coworker down the hall. Innovation and creative thinking rarely comes from uninspired places, and good design is far more than well-crafted objects and experiences. Whether you're buying, selling, or developing retail space, design matters. Good design can take your organization where it needs to go. It can redesign a community, and reach beyond a space and into the bigger issues of life, from visioning cities to the realities of the desktop.

Fred Dust talks about how to inspire people to think like a designer. Learning to think like a designer means learning to solve problems through tried-and-true methodologies that tap into a deep reservoir of opportunity. Through observation, prototyping, and storytelling, you can tackle organizational challenges and inspire employees to make smart decisions that benefit the client and the company. Better still, these tactics are functional, predictive, as well as grounded and able to build off individual talents. After all, deep down Dilbert is a great designer.

**Guest Speaker:**



Fred Dust  
Partner and Practice Lead, Environmental Design  
IDEO  
San Francisco, CA

3:00 – 6:00 pm

### *Grand Opening of Deal Making and Trade Exposition*

An opportunity to meet with key players in the industry. The Trade Exposition, set up like a "mini-Las Vegas" is an ideal place to network with the industry's top developers and retailers, plus find exciting new product ideas. This is an up-close opportunity to talk with key suppliers about the latest products that answer your management and marketing needs. Cocktails will be served.

See page 28 for Trade Exposition Information and page 29 for an Exhibit Space Application.

For more information, contact the ICSC Trade Exposition Department, Douglas Lugo at +1 646 728 3847 or [dlugo@icsc.org](mailto:dlugo@icsc.org)

6:30 – 8:00 pm

### *Welcome Reception at Aventura Mall*

Business casual dress is appropriate. Admittance by ticket only (included with your registration). ICSC will provide transportation from the Hotel to Aventura Mall, beginning at 6:00 pm and returning to the hotel at the conclusion of the evening. See description of Aventura Mall on page 9 of this program.

Celebrate the opening of the first-ever ICSC Fusion Conference with a Welcome Reception, hosted by Aventura Mall, South Florida's largest superregional center. At the center court, you'll be tasting samples of food from many of the 10 restaurants and 18 eateries that can be found at Aventura Mall.

## Tuesday, March 31, 2009

7:00 am – 4:30 pm

Conference Registration

7:30 – 8:00 am

Breakfast Served

## FINAL PROGRAM, continued

8:00 – 10:00 am

### General Session

#### Future Fusion: Retail 2015

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2015 is only six short years away, but the environment for retailing will be dramatically different than it is today. What are the top 15 trends that will challenge retailers and suppliers in the years ahead? How can your organization best navigate the new frontiers? Learn from the industry's leading analysts and futurists as they explore what lies ahead and help you prepare for the new frontiers of Retailing 2015. Find out:

- How the shopper landscape will evolve
- Where suppliers will find growth
- What new formats and concepts will develop
- Which new technologies will change the balance of power
- What tomorrow's retail enterprise will look like

Al Meyers' retail consulting experience includes developing strategies and implementation plans for improving market positioning, comp store sales, customer focus, competitive appeals and merchandising economics. His experience with consumer products companies includes marketing, brand strategies, retail distribution and channel strategies, shopper insights, category management, introducing new products and advising clients on the success requirements for effective implementation of retail programs. Select retail and consumer products clients include Belk's, Brinker International (Eatz's), Caterpillar, Coca-Cola, DeBeers, General Mills, Goody's, Frito Lay, Hanes, Kirkland's Stores, Kodak, Meijer, Newell, Nokia, Philips Consumer Electronics, Pepsi-Cola, Ralston Purina, R.J. Reynolds, Radio Shack, Russell, Sara Lee, Shell Oil Co., Wal-Mart, and Zales. Mr. Meyers is a frequent speaker at national industry trade shows and conferences on retail trends and is a regular contributor on retailing issues for publications including *The Wall Street Journal*, *The Dallas Morning News*, *Furniture Today*, *The Fort Worth Star Telegram*, *The Dallas Business Journal*, and *Advertising Age*.

#### Guest Speaker:



Al Meyers  
Senior Vice President, Business Development  
TNS Retail Forward  
Plano, TX

#### Inspiring Lessons of Success from Burger King

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Long before he took on his current role as President, North America, for Burger King Holdings, Inc., Chuck Fallon worked at his father's auto parts retail store. Working after school and weekends, the hours weren't all that great but the lessons were. Pushing those same principles that he learned long ago, Fallon turned his focus on the company culture. By turning to employees to help shape his own education about what's going on in the field, he has created a culture that brings in passionate employees and puts the onus on them to help the leadership team come with new directions. Our special guest speaker will provide the inspiration that we all need to apply in changing the culture of the organization and in dealing with our customers.

#### Guest Speaker:



Chuck Fallon  
President, North American Operations  
Burger King Holdings, Inc.  
Miami, FL

### General Session

#### New Urbanism: Fusing Real Estate: Live, Work, Play, Stay, Shop

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The term "New Urbanism" is being increasingly used in real estate vernacular, and not just in urban environments. How does it differ from "Lifestyle" and "Mixed-Use?" What does "New Urbanism" offer the customer, retailer, and developer that we don't already have? With so many moving parts, what comes first? Which produce the most revenue? And how do we plan the successful integration of the "customers" for each piece. Finally, in today's world, how can we maximize the opportunities and minimize the risks and problems surrounding this concept?

An all-star panel of developers, operators and architects of modern urban retail-oriented environments will offer philosophy, insights, practical considerations, and a close look at some very unique properties, sharing their experiences on the synergy that tenants, specialty tenants, sponsorships and partnerships can bring to these special projects. You'll hear what kinds of tenants are enjoying success and why specialty retailing is planned as an integral part of nearly all developments. You'll learn the implications and lessons for management, for operations, for construction and for marketing.

**Chaired by:**

Rebecca Maccardini, SCMD  
 ICSC Past Chairman  
 ICSC Trustee  
 President  
 RMResources, LLC  
 Ann Arbor, MI

**Panelists:**

John B. Clark  
 Principal  
 Design Collective  
 Baltimore, MD

Gar Herring, CDP  
 President and Chief Operating Officer  
 The MGHerring Group Inc.  
 Dallas, TX

Rick Lemmo  
 Vice President, Community Relations  
 Caruso Affiliated  
 Los Angeles, CA

Anne Mastin  
 Executive Vice President, Leasing  
 Steiner + Associates, Inc.  
 Columbus, OH

Susan M. Mello  
 Principal  
 Prudential Real Estate Investors  
 Parsippany, NJ

10:00 am – 4:00 pm

**Deal Making and Trade Exposition**

10:00 – 11:00 am

**Coffee Break at the Trade Exposition**

11:00 am – 12:15 pm

**Your Choice of Four Concurrent Sessions**

Conference participants will be able to choose between four concurrent session topics:

### Concurrent Session A: Shrinking Marketing Budgets and Addressing the Bottom Line

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Very few properties have a sufficient marketing budget to spend across expensive traditional media channels. So what do you do? You have to promote the property somehow and somehow. From such dire predicaments, creative solutions always arise. Our panel will show you how to leverage online opportunities using web sites and e-mail marketing for promotions, sponsorships, advertising and public relations. We'll show you ways to grow your funds available for marketing through unique methods and demonstrate you don't need a big bankroll to cash in on success.

**Moderated by:**

Lisa A. Bell, CMD  
 Senior Vice President, Director of Marketing  
 Urban Retail Properties Co.  
 Chicago, IL

**Panelists:**

Barb J. Faucette, SCMD  
 Vice President - Marketing  
 CBL & Associates Properties, Inc.  
 Chattanooga, TN

Marc Feldman  
 Vice President, New Business Development  
 Developers Diversified Realty  
 Beachwood, OH

Menden Poole, CMD  
 Marketing Manager, Montgomery Mall  
 Kravco Simon Company  
 North Wales, PA

## FINAL PROGRAM, continued

### Concurrent Session B: Fusing All the Elements: Restructuring Your Team to Address the New Realities

Shopping center professionals work with a variety of constituencies including the property management team, other departments at the center, the corporate office, third-party ownership office, clients, suppliers, customers, retailers, and the community the center serves. But juggling all these "publics" is a trick unto itself and requires great sense—political and common. This session will teach you how you can make the most out of your professional relationships, minimize conflicts, maximize communication clarity and create positive results while still preserving integrity—both yours and the property.

#### Moderated by:



Mario C. Ventresca, Jr.  
Senior Vice President, Asset Management  
Pennsylvania Real Estate Investment Trust  
Philadelphia, PA

#### Panelists:

Larry T. Jensen, CSM  
Executive Vice President  
Jones Lang LaSalle  
Roseville, MN

Robert L. Thatcher, SCLS, SCSM, SCMD, CDP  
General Manager and Director of Leasing  
Triyar Companies, LLC  
Elkhart, IN

William P. Whiteside, CPM, SCSM  
Vice President, Property Management  
Macerich  
Phoenix, AZ

### Concurrent Session C: Everybody Has a Client Who Needs Some Inspiration (and Immediate Results)

This session is a bit of inspiration combined with a message. Everyone in our business has a client. Marketing may have the general manager or a corporate marketing person. Specialty Leasing has managers and owners. The general manager has the vice president or the owner. The owner has investors, etc. There is one common theme; WE ALL HAVE A "CLIENT." This presentation covers a series of behaviors that we all must strive for in today's world through memorable stories and

situations. The stories and the interaction are relatively short, fun and to the point. This is fully an audience participation-driven session as the audience determines the order of the presentation! You will come away with some ideas you can apply to your work and life right away. A fun, entertaining and valuable experience for anyone in the industry.

#### Speaker:



John L. Gerdes, SCSM, SCLS, CPM  
Executive Vice President, Asset Management  
L & B Realty Advisors, LLP  
Dallas, TX

### Concurrent Session D: Experiential Marketing: The Times Dictate the Experience

Walt Disney did it with amusement parks in the 1960s and 1970s. Starbucks with coffee shops in the 1980s and 1990s. Apple with consumer electronics in the 2000s. All of them took the business of commerce and turned it into real experiences that engage customers in a personal and memorable way, which goes beyond traditional advertising of "here is what I have, come buy it." They turned their product into experiences that reach audiences directly when and where they are most receptive, even welcoming. Experiences which engage consumers emotionally and psychologically. Shopping centers are doing the same thing all over the world. From a lifestyle center that incorporates streetscapes, architectural effects and concert lawns amidst a cherry retail environment to supermalls that install one-of-a-kind art installations to creatively placing product through groundbreaking sponsorship packages, there is a revolution of ingenuity and innovation going on as properties seek to connect with consumers through sensory experiences, shifting the emphasis from media to effect designed to build long lasting relationships by intriguing the customer's senses without relying on 40-column-inch newspaper ads or 30-second television spots.

#### Moderated by:



Yamila Garayzar  
Vice President, Corporate Marketing, Retail Division  
Turnberry Associates  
Aventura, FL

#### Panelists:

Pamela C. Bryson, SCMD  
Vice President - Marketing  
MAF Shopping Malls  
Dubai, United Arab Emirates

Michele Jacobs  
 Corporate Director of Marketing  
 The Forbes Company  
 Palm Beach Gardens, FL

David T. McCarty  
 Partner, Creative  
 Panzano & Partners, LLC  
 Moorestown, NJ

Frank Pöstges  
 Managing Director  
 Centro Management, GmbH  
 Oberhausen, Germany

12:15 – 1:00 pm  
 Luncheon Served

1:00 – 2:30 pm

**General Session**

1:00 – 1:30 pm  
 State of the Industry Address

**Speaker:**



Mary Lou Fiala  
 ICSC Chairman  
 President and Chief Operating Officer  
 Regency Centers  
 Jacksonville, FL

1:30 – 2:30 pm

**Environmental Alchemy: Turning Green Into Gold**

“Sustainability,” “resource conservation,” “energy efficiency,” “environmental sensitivity,” terms normally associated with the activities of the Sierra Club, the World Wildlife Fund and Greenpeace, now grace the annual reports (printed on recycled paper, of course) of many major retail real estate developers and operators. While environmentally responsible development and management are imperative for retail real estate professionals to “Make a Difference,” practical experience has shown that rather than increasing costs, investments in better design, technology and materials, as well as adaptation of smarter operating practices, can pay off substantially. A panel of practitioners will share with you the alchemy (actually, the sound business practices) of turning “green” into gold and how you can market your green image.

**Moderated by:**



Ronald A. Altoon, FAIA, CDP  
 Partner  
 Altoon + Porter Architects, LLP  
 Los Angeles, CA

**Panelists:**

Belinda Davidson, SCMD  
 Director, Regional Marketing  
 Ivanhoe Cambridge Inc.  
 Calgary, AB Canada

Joyce Mihalik, CIEC, LEED AP  
 Director of Energy Management  
 Forest City Commercial Management, Inc.  
 Cleveland, OH

Mark Peternell  
 Vice President, Sustainability  
 Regency Centers  
 Denver, CO

2:30 – 4:00 pm  
**Deal Making and Trade Exposition**

3:30 – 4:30 pm  
**Your Choice of Three Concurrent Sessions**

**Concurrent Session A: How to Use Technology and Social Media to Inspire Consumers and Build One-to-One Relationships**

This session deals with the latest trends in social networking, blogging, RSS feeds, twitter messaging, mobile SMS texting, e-mail and using Digg to drive traffic to your web site and how to use them. Online banner ads, pop-up ads, search engine marketing, e-mail blasts, web-cams, media links, animation, flash intros, database management—these are terms you hear everywhere but may not know how to use or adapt. And future technology that will create even more sophisticated virtual communities and bring to the forefront terms such as convergence and engagement identities savvy marketers are eyeing already. Marketing in 2020? Not this session. More like marketing in 2009.

## FINAL PROGRAM, continued

### Moderated by:



Mark N. Bachus, SCMD  
Marketing Manager, King of Prussia Mall  
Kravco Simon Company  
King of Prussia, PA

### Panelists:

Ann M. Ackerman, SCMD  
Vice President, Director of Marketing  
Talisman Companies LLC  
Slippery Rock, PA

Decine Harper  
Vice President – Digital Strategy  
Lorel Advertising  
King of Prussia, PA

Philip Newsome  
Vice President  
Empirical  
Mississauga, ON Canada

Susan E. Williams  
Director, National Research and Marketing  
The Cadillac Fairview Corporation Limited  
Toronto, ON Canada

### Concurrent Session B: Fusing the Ends: Managing Energy Use to Reduce Costs and GHGs

What can the management team do to advance “green initiatives” in energy management, one of the highest costs of operation that also results in the release of damaging greenhouse gases (GHGs) into the atmosphere. This session will look at how the U.S. Green Building Council's LEED program emphasizes efficiency in energy use and promotes the use of renewable energy as well as how shopping center companies are controlling costs from energy procurement to energy management strategies. This session will show you ways to get green fast and enjoy the benefits sooner rather than later.

### Moderated by:



Jeffrey M. Bedell, LEED AP  
Vice President, Operations  
Macerich  
Santa Monica, CA

### Sponsored by:



### Panelists:

Doug Gatlin  
Vice President, Market Development  
U.S. Green Building Council  
Washington, DC

George R. Owens, P.E., CEM, LEED AP, GBE, CDP  
President  
Energy and Engineering Solutions, Inc.  
Colombia, MD

### Concurrent Session C: RETAILERS ATTEND FREE

#### Expanding a Retail Business (Now is the Best Time!)

Whether you are a retailer who wants to expand, a manufacturer who wants to start a retail operation or create an owner operator program, or a representative of a shopping center company who wants to be able to teach the merchants, this concurrent workshop is a must-attend. Experienced short-term retailers explain the opportunities of expanding in a down market.

### Moderated by:



Deborah S. Kravitz, CLS  
President  
Provenzano Resources, Inc.  
Sherman Oaks, CA

### Panelists:

Michael Brielmann  
President and Chief Executive Officer  
Gift Giant Ltd.  
Central Islip, NY

Adam Frija  
Partner/Director of Business Development  
Kariza Specialty Retail, LLC (Kariza Designs)  
Miami, FL

Mike Mahoney  
President  
SolareX Eyewear  
Cleveland, OH

## Wednesday, April 1, 2009

7:30 am – 1:00 pm  
Conference Registration



7:30 – 8:00 am  
Breakfast Served

8:00 – 9:30 am

## Your Choice of Breakfast Roundtable Problem-Solving Clinics: Two Rounds

8:00 – 8:45 am (round one)  
8:45 – 9:30 am (round two)

Most professionals come to a conference in the hopes of learning new approaches, concepts, and lessons they can use and apply in their own local situations. Here you can talk directly with the “innovative idea people” in retail real estate. Choose from over 50 different tables and discuss a topic of interest that will help you define practical ways to implement programs efficiently and effectively. These small conversational breakout sessions are designed to address your unique problems and opportunities, as well as to delve into the latest trends in the industry. This is a rare and extraordinary opportunity to gain rich knowledge and insight from some of the industry’s most notable experts in a small group setting for utmost interaction. You will have the opportunity to visit two roundtables.

### Roundtable Co-Chairs:



Tama J. Shor  
Publisher  
Directory of Major Malls/Shopping Center Digest  
Nyack, NY



Susan E. Williams  
Director, National Research and Marketing  
The Cadillac Fairview Corporation Limited  
Toronto, ON Canada



Robert C. Wolfe, CMD  
Chief Executive Officer  
Cherry Hill Photo Enterprises, Inc.  
Cherry Hill, NJ

See the full list of Roundtables and Roundtable Leaders on pages 22-25.

9:30 am – 12:00 noon  
**Deal Making and Trade Exposition**

12:00 – 12:30 pm  
Luncheon Served

12:30 – 1:45 pm

## General Session

A Message to Members

### Speaker:



Michael P. Kercheval  
President and Chief Executive Officer  
International Council of Shopping Centers  
New York, NY

## Change In Washington: How Will It Impact You?

Kelly O'Donnell covers politics for NBC News. She appears on *NBC Nightly News with Brian Williams*, *Today*, and *MSNBC*. O'Donnell is a regular panelist on *The Chris Matthews Show* and has been a guest on *Meet The Press*. She has served as news anchor and substitute host on the *Weekend Today* program and the weekend edition of *Nightly News*. She has contributed reports to the prime time news magazine *Dateline NBC*. From May 2005 to December 2007 she served as White House Correspondent for NBC News. In December 2007 she was named Capitol Hill Correspondent. O'Donnell has covered the Bush Administration, Congress and several presidential campaigns including the McCain – Obama race, and has great insight on why the election results turned out so surprisingly. During the Iraq war, she was embedded with the 3rd Infantry Division, stationed in Baghdad and Qatar. In addition, O'Donnell has reported a wide variety of events including the September 11th attacks, the Space Shuttle Columbia disaster, the Oklahoma City bombing, and the O. J. Simpson trial. She also covered both summer and winter Olympic Games. She has been nominated for national Emmy Awards and received a regional Emmy for her report of an Ohio prison riot. Kelly O'Donnell will give a perspective straight out of today's headlines in Washington and the unfolding developments of the new U.S. presidential administration.

### Guest Speaker:



Kelly O'Donnell  
White House Correspondent  
NBC News  
New York, NY

## FINAL PROGRAM, continued

2:00 – 3:15 pm

### Your Choice of Two Concurrent Sessions

#### Concurrent Session A: Getting to Yes – Understanding and Negotiating the Deal

Once you define how you're going to get the right retailers to take space at your center, and you've carved out a suitable location, and determined the right occupancy fee for the space, how do you land your targeted prospects? What selling techniques and salesmanship approaches work better than others? How do you get the prospect excited about the space? How do you become better in the negotiation process, avoiding unnecessary delays in getting the deal done? It is important for both parties to understand the other's needs to create a win-win deal. Learn from successful retailers and developers on understanding and negotiating the most profitable deals for both parties. This session will teach you the facts needed to become the best negotiator.

##### Moderated by:



Coleen McNelis  
Vice President, Specialty Leasing  
Macerich  
Dallas, TX

##### Panelists:

Stacy Turchin  
AVP Specialty Leasing  
Macerich  
Freehold, NJ

Salvatore Babbino  
President  
NYS Collection  
Metuchen, NJ

Ted Kaminski  
Senior Vice President, Specialty Leasing  
Westfield Corporation, Inc.  
Los Angeles, CA

Linda Johansen-James  
Chief Operating Officer and President  
North American Kiosk, Inc.  
Las Vegas, NV

#### Concurrent Session B: Fusing Your Talents and Skills to Expand Today's Career Opportunities

Time waits for no one. Taking your talents to higher levels is a competitive race not only against other professionals but also contingent upon your own vision for yourself and where you want to be. You must be multi-disciplined in order to succeed today. Specialty leasing is chock full of career growth opportunities and this assembled panel is living proof. They will tell you the what, maybe the where, but definitely the how and that is what is most critical to your career path. A lifetime's worth of experience, both the successes and the failures, will give you insight, foresight and direction on how to chart your own course in one of this industry's most dynamic professions, which will need strong visionaries as it moves into the second decade of the 21st century.

##### Moderated by:



John S. Kokinchak, scsm, sclS  
Executive Vice President, Property Management  
Developers Diversified Realty  
Beachwood, OH

##### Panelists:

Anita M. Blackford  
Senior Vice President, Specialty Leasing and Mall Marketing  
Feldman Mall Properties, Inc.  
Bloomingdale, IL

Suzanne K. Cayley  
Vice President, Specialty Leasing and National Partnerships  
Ivanhoe Cambridge Inc.  
Toronto, ON Canada

Marc A. Hays  
Senior Vice President of Specialty Centers  
Developers Diversified Realty  
Beachwood, OH

Sally Hertz  
Senior Vice President  
Jones Lang LaSalle  
Boston, MA

Kenneth Volk  
Senior Vice President, Business Development  
Macerich  
McLean, VA

4:45 – 5:30 pm

### **MAXI Awards Reception**

Toast the MAXI finalists before we proceed to the MAXI Awards Ceremony.

5:30 – 8:00 pm

### **MAXI Awards Ceremony**

Doors open at 5:00 pm



This year, the MAXI Awards Ceremony will be conveniently held at The Westin Diplomat Resort and Spa.

*For attendees registered to the Conference only.*

The MAXI Awards program is a competition that recognizes outstanding efforts in shopping center productivity. MAXI Awards have been given since 1972 to those shopping centers that have designed and implemented the most successful programs during the previous year. The winners are able to clearly document substantial impact on the shopping center or shopping center company's goal and can measure results through effective, efficient and creative use of all available resources.

#### **Awards will be given in each of the following categories:**

Community Relations

Public Relations

Advertising

Sales Promotions and Events

Grand Opening, Expansion & Renovation

Business to Business (B2B)

Alternative Revenue

Category Integration

Visual Merchandising

#### **MAXI Chair:**



Wendy Greenwood, SCMD  
Director of Marketing  
The Cadillac Fairview Corporation Limited  
Toronto, ON Canada

# OPTIONAL VOLUNTEER DAY

(Separate Fee. Pre-Registration Required.)



*Mater Academy Charter students*

## The Inspiration Team – Fusing with Hands On Miami to Influence a New Generation to Accelerate Change



A volunteer effort in coordination with Hands On Miami and sponsored by American Express

Sunday, March 29  
8:00 am – 3:00 pm

Following the celebrated 2007 Passion Team, which assisted New Orleans in its rebuilding efforts following Hurricane Katrina, ICSC invites you to join the Inspiration Team, a volunteer effort in coordination with Hands On Miami, one of South Florida's most progressive outreach organizations. Beginning with breakfast at 8:00 am then boarding a bus at 9:00, you will travel to the City of Hialeah Gardens, where students await you from a school with predominant minority enrollment in South Florida classified by the United States Department of Education as "Title I," a program that distributes federal and State of Florida funding to schools with a high percentage of students from low-income families.

ICSC volunteers will help to influence the Mater Academy Charter Middle and High School students' career paths while at the same time being influenced by the wonders that these mature high-achieving students have become in an experimental charter school structure. Charter schools are public schools that operate under a performance contract, or a "charter," which frees them from most rules governing traditional public schools. The Mater Academy has been highly acclaimed for the achievements of the students that despite more than 70 percent of them coming from a low socioeconomic environment, are setting academic performance records in a school that is gaining national attention. *US News and World Report* awarded Mater the Silver Medal ranking it on the top 500 of America's 18,000 public schools based on proficiency rates of all students including the least advantaged, test performance and challenging college-ready curriculum. *Newsweek* magazine ranked Mater even higher as the 229th best of 27,000 U.S. public schools.

ICSC volunteers will work with the Mater students in small groups by providing mentorship in career planning in multiple disciplines of the shopping center industry. Students will relate to the ICSC volunteers what they are currently learning in a multitude of areas including athletics, dance, environmental, theater and business leadership, and solicit feedback from ICSC volunteers, who will help to counsel students in business, marketing, retailing, media relations and public speaking techniques. Finally, the ICSC volunteers will work alongside the students on manual labor beautification projects such as planting a butterfly garden, painting parking bumpers, staining concrete walkways and fixing up the school auditorium. This one-day volunteer activity is open to any ICSC member who wants to give back to the next generation whether or not they attend the Fusion conference. It will be a memorable heart-warming experience you will not want to miss.

A separate registration form, included on page 20 is required to participate.

### Schedule of Events – March 29, 2009

8:00 am	Registration at The Westin Diplomat Hotel
8:00 – 9:00 am	Continental Breakfast
9:00 am	Board buses to Hialeah Gardens
12:00 noon	Lunch
3:00 pm	Board buses for return to hotel
3:30 – 5:30 pm	Reception for all participants

Registration is at 8:00 am, rain or shine. Continental breakfast will be served. A \$50.00 nominal registration fee made possible through the generosity of American Express Company and other sponsors includes breakfast, round-trip bus transportation, an Inspiration Team t-shirt, all tools, equipment, material and lunch. A signed Hold Harmless agreement is required for each participant. The groups will meet afterwards for a congratulatory reception, and the event will be featured on video during the Fusion opening ceremony the next day.



# The Inspiration Team

## Sunday, March 29, 2009 Pre-Conference Special Optional Event in conjunction with American Express

A Fusion Conference registration is not necessary to participate.  
Please make additional copies of this form for each team member of your company.

This registration form for this special ICSC pre-conference event must be filled out in its entirety. By signing it, the signatory agrees to participate in the volunteer activities involving the beautification of Mater Academy in South Florida. Each participant must sign a Hold Harmless agreement, which will be provided the day of the event. Your nominal \$50.00 registration fee includes all tools and building materials, continental breakfast, lunch, transport to and from the school grounds, a special Inspiration Team t-shirt and a congratulatory reception.



Registration deadline: February 27, 2009

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_ E-mail Address \_\_\_\_\_

ICSC Company Membership # \_\_\_\_\_

### **\$50.00 Registration Fee Required**

Please sign and return this form along with payment in full to:

**International Council of Shopping Centers**  
**Registration Department**  
**Inspiration Team**  
**P.O. Box 26958**  
**New York, NY 10087-6958**

**Sponsored by:**



Or via fax to +1 732 694 1800

Credit card:  MasterCard  VISA  AMEX  Discover

Name (as it appears on credit card) \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

Signature \_\_\_\_\_

# BREAKFAST ROUNDTABLES PROBLEM-SOLVING CLINICS

Wednesday, April 1, 2009

**Two rounds: 8:00 - 8:45 am (round one)  
8:45 - 9:30 am (round two)**

## COMMUNITY RELATIONS

**WOW Your Market with Holiday Décor:  
Effective Strategies for Purchasing and Planning**

*Led by:* **Robin E. Miller**, CMD  
President  
Miller & more, inc.  
Lakewood Ranch, FL

### Building a Green Team

*Led by:* **Lin A. Houser**  
Marketing Manager, Hamilton Mall  
Kravco Simon Company  
Mays Landing, NJ

**Creating and Fostering a Partnership/  
Relationship with Community Leaders**

*Led by:* **Eric F. Loula**, CSM  
Assistant Vice President, Property  
Management, Specialty Centers  
Developers Diversified Realty  
Deer Park, IL

## CUSTOMER SERVICE

**Motivating Guest Services to Provide  
Exceptional Service**

*Led by:* **Michaela A. Marraffino**, SCMD  
Vice President, Marketing/Operations  
Macerich  
Santa Monica, CA

### Customer Service Pays in RMU Sales

*Led by:* **Micheal Brother**  
National Program Consultant  
Joseph K & Co.  
Honolulu, HI

**Infused with Service Success: Three Case Studies  
to Help Create "The Experience"**

*Led by:* **Janine N. Sabin**  
Principal  
Hospitality Strategy  
La Crescenta, CA

## REDEVELOPMENT/RENOVATION

**Creating an Inviting Shopping Center Experience  
While the Center is Under Construction**

*Led by:* **Andrew W. Ciarrocchi**, SCSM  
General Manager, Southcenter Mall  
Westfield Corporation, Inc.  
Seattle, WA

### The Joys of Mixed-Use Developments

*Led by:* **Lenor M. Ryan**  
General Manager, The Shops at  
Midtown Miami  
Developers Diversified Realty  
Miami, FL

## FINANCE

**Assessing a New Tenant: Financial Statement  
Basics**

*Led by:* **Paul R. Sevenich**, SCLS, SCSM  
Vice President - Leasing/ Marketing  
Kraus Anderson Realty Co.  
Bloomington, MN  
*and*  
**Kenneth M. Vinje**, SCSM  
Director of Properties and Redevelopment  
Kraus Anderson Realty Co.  
Bloomington, MN

### Increasing Net Operating Income (NOI)

*Led by:* **Kenneth S. Lamy**  
President  
The Lamy Group, LTD.  
Mandeville, LA

## LEASING

**How to Market and Negotiate Deals for  
Challenging Malls**

*Led by:* **Anita Blackford**  
Senior Vice President, Specialty  
Leasing and Mall Marketing  
Feldman Mall Properties  
Bloomington, IL

### The Art of Leasing to Permanent Retailers

*Led by:* **Angela Collins Motamedi**  
National Account Manager,  
Discover Mills  
The Mills, A Simon Company  
Lawrenceville, GA

## LEGAL ISSUES

**Proactive Fraud Prevention for Gift Card  
Programs**

*Led by:* **Mark Tomasic**  
Director of Risk/Security  
Store Financial  
Overland Park, KS

**A Financial and Legal Guide for the  
First-Time Entrepreneur**

*Led by:* **Joseph M. Purifico**  
Chief Executive Officer and  
General Counsel  
Masquerade LLC  
Boothwyn, PA

## MANAGEMENT

**Troubled Tenants: How to Work with  
Retailers Who Are Struggling**

*Led by:* **Larry T. Jensen**  
Executive Vice President  
Jones Lang LaSalle  
Roseville, MN

**A "Well-Rounded" Manager: Putting All the  
Operations Together**

*Led by:* **Rae Ann Overberg**, CSM  
Vice President, Operations  
GK Development Inc.  
Barrington, IL

### Managing Through a Difficult Economy

*Led by:* **Warren P. Strietzel**, SCSM  
Vice President, Operations  
Centro Properties Group  
Alpharetta, GA

# BREAKFAST ROUNDTABLES, continued

## Effectively Managing Real Estate Taxes

Led by: **Robert L. Thatcher**, SCLS, SCSM, SCMD, CDP  
General Manager and Director of Leasing, Concord Mall  
Triyar Companies, LLC  
Elkhart, IN

## Green Operational Practices at Existing Shopping Centers

Led by: **Joel B. Ballard**, CSM  
Director of Management Services  
Carl M. Freeman Companies  
Commercial Real Estate  
Olney, MD

## Microsoft Office Tips and Tricks for Everyday Management and Marketing

Led by: **Donald Foster**, CMD, CSM  
General Manager, The Promenade Shops at Centerra  
Poag and McEwen Lifestyle Centers, LLC  
Loveland, CO

## Operational Cost Cutting: How to Trim and Keep Operational Costs Down in a Tough Economy

Led by: **David T. Hibberd**, CSM  
General Manager  
Westfield Corporation, Inc.  
Madeira Beach, FL

## Managing in the New Economy

Led by: **Laurie Goldman**  
Senior General Manager, Brandon Mall  
Westfield Corporation, Inc.  
Brandon, FL

## MARKETING

### How to Get a Measurable Return on Media Investment

Led by: **Sally Hertz**  
Senior Vice President  
Jones Lang LaSalle  
Boston, MA

### The Role of Consumer Research in Center Merchandising

Led by: **David Lobaugh**  
President  
August Partners, Inc.  
Marietta, GA

### Merchandising to Your Market

Led by: **Garry Butcher**, SCMD  
Vice President, Marketing  
Macerich  
Colorado Springs, CO

### Maximizing Impact and Effectiveness of Declining Marketing Budgets

Led by: **Robyn L. Urvinitka**, CMD  
Principal  
BLEND Marketing  
San Ramon, CA

### Sustainable Marketing: How Marketing Departments Can Easily Integrate Sustainable Initiatives and Experience Results

Led by: **Cindy Jennings**  
Director, Brand Planning and Activation  
Cohn Marketing Group, Inc.  
Denver, CO

### Brand Development vs. Branding

Led by: **Jeffrey A. Cohn**, SCMD  
President and Chief Executive Officer  
Cohn Marketing Group, Inc.  
Denver, CO

### Marketing on a Shoestring Budget

Led by: **Mary Lynn Morse**, SCMD  
Director of Mall Marketing  
CBL & Associates Properties, Inc.  
Chattanooga, TN

### Public Relations and New Media: How to Integrate New Media Strategies into Your PR Initiatives

Led by: **Robin Lybarger**  
Director, Brand Public Relations  
Cohn Marketing Group, Inc.  
Denver, CO

## RETAIL/RETAIL PARTNERSHIPS

### Retailers: Making Them Your New BFF

Led by: **Mechelle Peters**, SCMD  
Assistant Vice President, Retail Marketing  
Macerich  
Phoenix, AZ

### Alternative Retail: How to Secure Airport Retail Space

Led by: **Ellery Plowman**  
Director of Specialty Retail Development  
Rosetta Stone Ltd.  
Harrisonburg, VA

### Getting What You Need from Your Retailers

Led by: **Cristina R Bremner**, SCMD  
Marketing Manager, Corporate  
Rack Room Shoes, Inc.  
Charlotte, NC

## SECURITY/CRISIS MANAGEMENT

### The Role of Public Relations in a Crisis Situation

*Led by:* **ChrisAnn Richards**, SCMD  
Principal  
Richards + Stark Marketing  
Communication  
Huntington Beach, CA

## SPECIALTY LEASING

### Increasing Specialty Leasing Income at Challenging Centers

*Led by:* **Vicki Leiknes**  
Vice President, Regional Specialty  
Leasing Manager  
Jones Lang LaSalle  
Atlanta, GA

### Specialty Leasing Alignment and Partnership with Leasing

*Led by:* **Anita L. Saleh**  
Vice President, Specialty Leasing  
Taubman Centers  
Bloomfield Hills, MI

### Partnership with Leasing

*Led by:* **Gary Yanosick**  
Vice President, Business Development  
General Growth Properties, Inc.  
Columbia, MD

### Is Rent a One Way Street?

*Led by:* **Michael Brielmann**  
President  
Gift Giant Ltd.  
Central Islip, NY

### Hiring and Training Staff in Specialty Leasing

*Led by:* **Linda Johansen-James**  
Chief Operating Officer and President  
North American Kiosk, Inc.  
Las Vegas, NV

### Specialty Leasing for Small Markets

*Led by:* **Irene Pierpont**, CSM  
Director of National Sales  
Creations Global Retail  
Dallas, TX

### Launching a Specialty Retail Program

*Led by:* **Howard S. Mintz**  
Director of Specialty Leasing  
Developers Diversified Realty  
Cleveland, OH

### Organizing and Managing a Specialty Retail Program

*Led by:* **Allison Szabo**  
Project Manager  
Provenzano Resources, Inc.  
Sherman Oaks, CA

### Creating Vibrant and Functional Common Area Programs in Outdoor Environments

*Led by:* **Deborah S. Kravitz**, CLS  
President  
Provenzano Resources, Inc.  
Sherman Oaks, CA

### Basic Visual Merchandising for RMU's

*Led by:* **Lee Eckholm**  
National Retail Director  
Provenzano Resources, Inc.  
Appleton, WI

### Specialty Leasing in Upscale Centers

*Led by:* **Matt J. Sebree**  
Director of Specialty Leasing  
Caruso Affiliated  
Los Angeles, CA

## SPONSORSHIP/ALTERNATIVE RETAIL

### Sponsorship and Holiday Decor: How to Engage Local and National Sponsors for Major Exhibits

*Led by:* **Dave F. Coelho**, CMD, CSM  
Executive/Senior Vice President  
Becker Group  
Park City, UT

### National vs. Local Sponsorships: What's Worked and What Hasn't

*Led by:* **Leigh Rosar**  
Manager, National Partnerships  
Ivanhoe Cambridge Inc  
Toronto, ON Canada

### How Sponsorship and Specialty Leasing Can "Co-Exist" in Harmony

*Led by:* **Melissa Milroy**, SCMD  
Marketing Director, Galleria at  
Ft. Lauderdale  
Kravco Simon Company  
Fort Lauderdale, FL

### Selling Sponsorships at Open-Air Centers

*Led by:* **Melissa Musico**  
Director of Strategic Partnerships  
Developers Diversified Realty  
Beachwood, OH

### Selling vs. Servicing for International Partnerships

*Led by:* **Marc Feldman**  
Vice President of New Business  
Development  
Developers Diversified Realty  
Beachwood, OH



# BREAKFAST ROUNDTABLES, continued

## **WEBSITES/e-MARKETING/ ALTERNATIVE MEDIA**

### Digital Marketing

Led by: **Heather Stratz**

Assistant Vice President, Digital Marketing  
Macerich  
Phoenix, AZ

### Creating Customer Loyalty Through the Effective e-Mail Marketing

Led by: **Maureen O'Connor**

Vice President, Marketing  
Poag & McEwen Lifestyle Centers  
Memphis, TN

### Building On-Line Communities and Drive Traffic to Shopping Centers

Led by: **Nicholas Van Wyk**

Principal Consultant  
T4G Limited  
Toronto, ON Canada

### Best Practices for Selling Gift Cards Online

Led by: **Scott Krigel**

CMO  
StoreFinancial  
Overland Park, KS

*and*

**Jeff Eden**

Vice President, Market  
Development  
Digital Evolution Group  
Overland Park, KS

# 2009 FUSION CONFERENCE REGISTRATION FORM

## How to Register

Fax: **+1 732 694 1800** (credit card registrations only)  
 Online: **www.icsc.org** (credit card registrations only)  
 Mail: **International Council of Shopping Centers**  
 Attn.: Registration Department  
 P.O. Box 26958  
 New York, NY 10087-6958

## Registration Fee

### A. CONFERENCE FEE (2009FC)

**NOTE: The fee is the same for those attending or exhibiting at this conference.**

Early Bird (By February 2, 2009)  
 ICSC Member.....\$590

Advance: (Before March 16, 2009)  
 ICSC Member\*..... \$650 Non-member..... \$895

On-Site: (After March 16, 2009)  
 ICSC Member\*..... \$750 Non-member..... \$995

Eleven for the Price of Ten:  
 ICSC Members (11) Early Bird..... \$5,900  
 Advance ..... \$6,500

ICSC Non-members (11) Advance ..... \$8,950

**TOTAL**

\*To qualify for a member fee, each registrant must be a member or an affiliate member of ICSC. To become an ICSC member, call the ICSC Information Center at +1 646 728 3800.

Registration fee includes a complimentary copy of the book, *Winning Shopping Center Designs, 31st edition.*

### B. SPONSOR

Platinum, Gold and Silver Sponsors are entitled to two complimentary conference registrations. Bronze Sponsors are entitled to one complimentary conference registration.

Please indicate your sponsorship status:

- Platinum Sponsor       Gold Sponsor  
 Silver Sponsor         Bronze Sponsor

### C. OPTIONAL EVENT: SHOPPING CENTER

**EDUCATIONAL STUDY TOURS**, Monday, March 30, 2009.

Please check one box below for the tour of your choice:

- Tour #1: Entertainment-Focused Development: Aventura Mall  
 Tour #2: Traditional Retail: Galleria at Fort Lauderdale  
 Tour #3: Open-Air Fashion Center: Bal Harbour Shops  
 Tour #4 Tourist-Oriented Outlet Center: Sawgrass Mills  
 No, I cannot attend any of the tours

### D. OPTIONAL EVENT: INSPIRATION TEAM DAY

Sunday, March 29, 2009. Please fill out the form found on page 21.

### E. OPTIONAL EVENT: GOLF TOURNAMENT.

Sunday, March 29, 2009. Please fill out the form found on page 36.

*(Registration Information continues on next page)*

Member       Non-member

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Business Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_ Your Membership I.D. # \_\_\_\_\_

Please check here if any of the above information has changed.

2009FC-B

### METHOD OF PAYMENT

- Check made payable to ICSC enclosed for \$ \_\_\_\_\_  
 MasterCard     Visa     Amex     Discover    \$ \_\_\_\_\_

Name (as if appears on card) \_\_\_\_\_ (Signature) \_\_\_\_\_

Credit card number (include all digits) \_\_\_\_\_ Expiration Date (mo/yr) \_\_\_\_\_

# General Registration Information

## Deadlines

To be listed in the Meeting Attendee List, you must register by **February 16, 2009**. To qualify for the advance registration fee, your registration must be received by 12:00 noon on **Monday, March 16, 2009**.

## Continuing Education Credits

SCSM/SCMD/SCLS: 1.5 credits

## Cancellations

Cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **March 16, 2009**. All requests for refunds must be received by ICSC in writing.

## Special Needs

Anyone desiring an auxiliary aid for this meeting should notify ICSC registration no later than Monday, **March 2, 2009**.

## Meeting Room Space Available During Conference Week

If member companies would like to hold a company meeting during the week of the Fusion Conference, ICSC has made provisions with The Westin Diplomat Resort & Spa to offer a limited number of meeting rooms immediately before and immediately after the official opening and closing of the conference. Meeting rooms will be available though The Westin Diplomat Resort & Spa on a first-come, first-served basis. Meeting room as well as food and beverage charges may apply depending on request. For further details, e-mail Madison Gross, ICSC Senior Manager, Education at [mgross@icsc.org](mailto:mgross@icsc.org)

## Hotel Reservations

A block of hotel rooms has been reserved at:

**The Westin Diplomat Resort & Spa**  
**3555 South Ocean Drive**  
**Hollywood, FL 33019**

### Room rate:

\$249 single/double occupancy, plus applicable state/local taxes, currently 11%. Cut-off date: **Monday, February 16, 2009**.

To make your hotel reservation, please visit [www.icsc.org/2009FC](http://www.icsc.org/2009FC), you will see the banner "book hotel now". There you will find the descriptions of the hotels and the electronic form. Please complete one form for every room you are booking, (we must have the names

of the actual occupants of the room). Once we receive your electronic form, we will process it into our system and send you a written confirmation via US Mail. Although we do require our reservations in writing we are happy to answer your questions during our office hours of Monday through Friday 8:00 am – 5:30 pm EST toll free at +1 888 ICSC TVL (427 2885).

## Airfare/Car Rental Discounts

The ICSC Travel Desk has secured special airline and car discounts for attendees. For current prices and availability, please contact us at +1 888 ICSC TVL (427 2885) ext. 417 from 8:00 am to 5:30 pm EST Monday through Friday.

## JetBlue Savings For Fusion Conference



DePrez Travel announces discounted airfares to Ft. Lauderdale for the FUSION Conference on **JetBlue, Continental, Northwest, Air Tran and United**. Call the ICSC Travel Desk at +1 888 427 2885 and take advantage of special deals including. . .

. . .an additional **5% discount** on JetBlue's lowest available fare by calling the ICSC Travel Desk or booking online. Use the JetBlue promo code FLL2009EC2.

. . .an additional **10% discount** on Air Tran's lowest fares by calling the ICSC Travel Desk or Air Tran at +1 866 683 8368 and use the Air Tran promotion code SFL032709(FUSION).

### Sample airfares from select cities include:

**\$209.00\*** from **New York**  
**\$219.00\*** from **Chicago**  
**\$280.40\*** from **Los Angeles**  
**\$300.00\*** from **Dallas**  
**\$252.95\*** from **Houston**

*\*Fares are subject to change.*



The Trade Exposition will present the opportunity for exhibitors from the Specialty Retail industry and exhibitors with products or services aimed at the management and marketing of shopping centers to meet the decision-makers of the shopping center industry. Attendees to the Conference are responsible for the day-to-day marketing and operations of many of the world's prime retail properties. These key decision-makers have the power to specify, recommend, approve and purchase products and services for their malls or centers. In addition, the conference attracts many attendees who are new to the industry. Take the opportunity now to meet tomorrow's decision makers today!

### Trade Exposition Space

Exhibit booths are configured in 10' x 10' increments.

Trade Exposition Space Includes:

- Two staff badges per booth. (allows access to the Exposition only)
- Contact listing in the on-site Conference Program (provided application & payment is received by Feb. 1, 2009)
- 8' high booth drape & tenant sign for inline booth configurations
- Carpet & first night's cleaning

### Booth Fee

The cost of a 10' x 10' Trade Exposition booth is:

Member Fee: \$1,500 {per 10' x 10' Booth}

Non-Member Fee: \$2,250 {per 10' x 10' Booth}

Assigned booths with corner exposure will be assessed a 10% surcharge of the total space commitment. Exhibitors are required to provide General Liability insurance naming ICSC and the Westin Diplomat Resort & Spa as co-insureds with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft.

### Exposition Hours

Monday, March 30

3:00 – 6:00 pm

Including a reception during the last hour.

Tuesday, March 31 10:00 am – 4:00 pm

Wednesday, April 1 9:30 am – 12:00 noon

For more information, contact the Trade Exposition Department, Douglas Lugo at +1 646 728 3847 or [dlugo@icsc.org](mailto:dlugo@icsc.org)

### ADVERTISING OPPORTUNITIES

ICSC can help you reach your target audience locally, regionally and/or nationally. Outstanding advertising opportunities are available with ICSC Program Directories and with *Shopping Centers Today*.

Call ICSC's Advertising Sales Staff for details at +1 646 728 3800.

# Exhibit Space Application

Fusion:

The 2009 ICSC Management, Marketing and Specialty Leasing Conference, Deal Making and Trade Exposition + MAXI Awards

The Westin Diplomat Resort & Spa Hollywood, Florida, USA March 29 - April 1, 2009

Company Name (Exhibitor/Company Name) \_\_\_\_\_ Company Web Site Address \_\_\_\_\_

Exhibitor Contact (This person will receive ALL exhibitor information.) \_\_\_\_\_

\*Exhibitor Contact Email Address (Required. ALL information will be sent via email to this contact.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone (Required) \_\_\_\_\_ Fax \_\_\_\_\_ ICSC Company Membership I.D.# \_\_\_\_\_

## COMPANY CATEGORY (REQUIRED)

- Owner/Developer     
  Management Company     
  Retailer     
  Lender/Financial Institution  
 Broker     
  Municipality/Public Sector/Organization     
  Product/Service

- \*ICSC can not guarantee that you will not be placed near a competitor.
- \*Submission of This Application Does Not Imply Guaranteed Booth Space.
- \*Exhibit Space is Confirmed ONLY in Writing / Space is Not Confirmed or Implied Verbally.
- \*Fax Confirmations, Email Receipts and/or Tracking Receipts DO NOT Imply the Guaranteed Receipt of an Application.
- \*Applications CAN NOT Be Processed Without Payment.

### FEES - ICSC MEMBER

**Member Fee: \$1,500 {per 10x10 Booth}**

# of Booths \_\_\_\_\_ X **\$1,500** = Space Fee \_\_\_\_\_  
 Corner Request (10% of total)\*      Corner Fee \_\_\_\_\_  
 TOTAL \_\_\_\_\_

### FEES - NON- MEMBER

**Non-Member Fee: \$2,250 {per 10x10 Booth}**

# of Booths \_\_\_\_\_ X **\$2,250** = Space Fee \_\_\_\_\_  
 Corner Request (10% of total)\*      Corner Fee \_\_\_\_\_  
 TOTAL \_\_\_\_\_

### Exposition Space Includes:

- Two staff badges per booth (allows access to the Exposition only)
- Contact listing in the on-site Convention Program (provided application & payment is received by Feb. 1, 2009)
- 8' high booth drape & tenant sign for inline booth configurations
- Carpet
- First night booth cleaning

The Exhibitor understands that ICSC will not confirm exposition booth space until Jan. 2009. The Exhibitor, has read the foregoing application for Exhibit Space and agree to all terms, conditions, authorizations and covenants contained here.

\_\_\_\_\_  
 Company Authorized Signature (required)

### Voluntary Cancellations Are Not Refundable, nor Transferable

Exhibitors are required to provide General Liability insurance naming ICSC and GES as co-insured's with limits of liability of at least \$1,000,000 combined single limits including bodily injury, property damage, fire and theft.

\*Assigned booths with corner exposure will be assessed a 10% surcharge of the total space commitment. If your "Total Space Fee" does not include a 10% surcharge for a corner exposure, your company will not be applicable for a potential corner space. This DOES NOT guarantee you will be assigned a corner space.

Enclosed Check: \_\_\_\_\_

### Make check payable to ICSC

#### Mail To:

2009 Fusion Trade Exposition  
 International Council of Shopping Centers  
 Trade Expositions Department  
 1221 Avenue of the Americas, 41st Floor  
 New York, NY 10020-1099      Fax: +1 732 967 1761

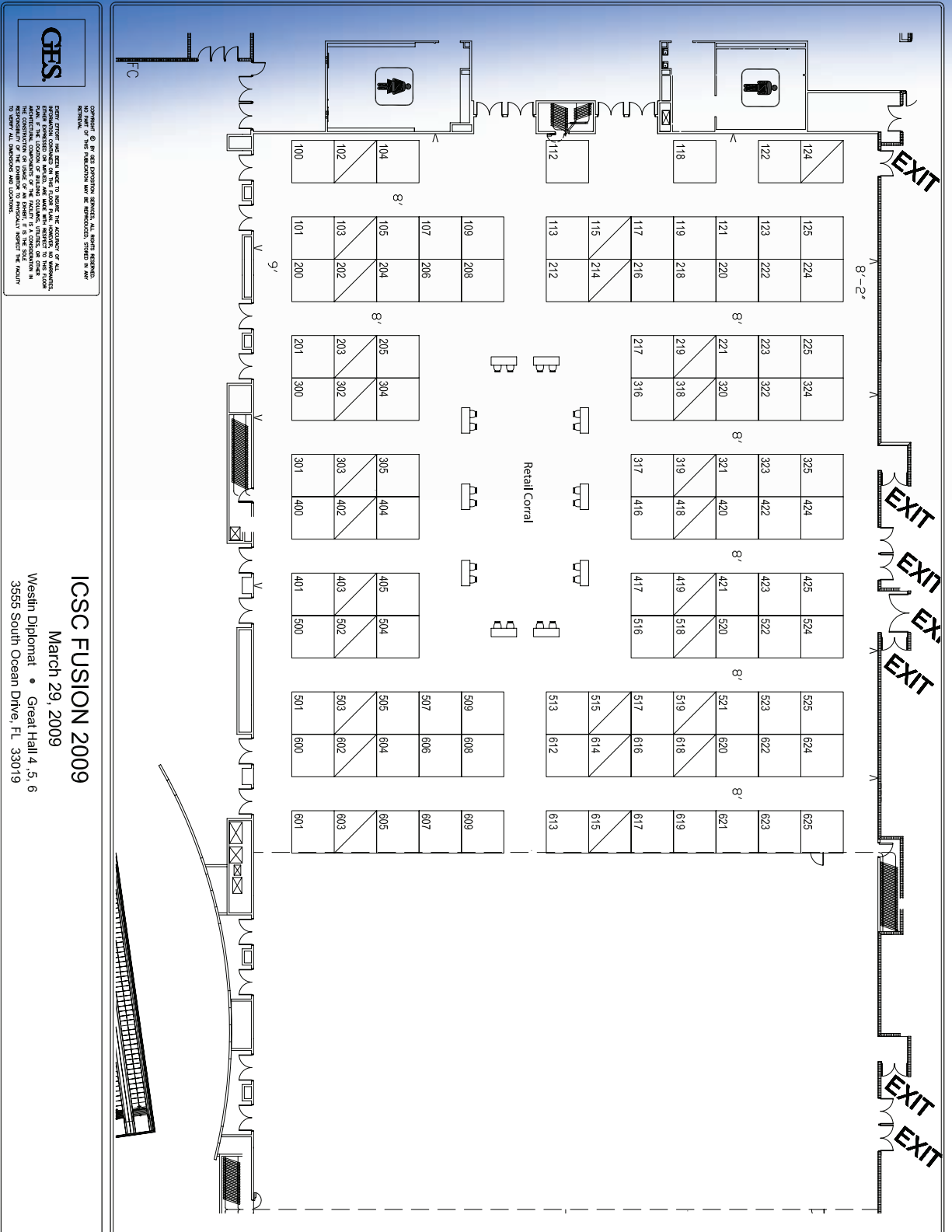
#### Credit Card:

- MasterCard     
  Visa     
  Amex     
  Discover

\_\_\_\_\_  
 Name (as it appears on credit card)      Signature

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

# Trade Exposition Map



**CFES**

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**ICSC FUSION 2009**  
 March 29, 2009  
 Westin Diplomat • Great Hall 4, 5, 6  
 3555 South Ocean Drive, FL 33019

# Preliminary List of Exhibitors to the Fusion Conference Deal Making and Trade Exposition

(as of January 16, 2009)

Arizona Central Insurance / North American Retail

Bella Group

CBL & Associates Properties, Inc.

Creations Global Retail

CTM Group Inc. dba Kiddie Koncepts

Developers Diversified Realty

Exhibits Southwest, Inc.

Forum Analytics

Good to Go! Graphics

Jones Lang LaSalle

Macerich

Nickels & Dimes

Pennsylvania Real Estate Investment Trust

Provenzano Resources, Inc.

Retail Infusion

Shahinian Insurance Services

Smarte Carte

Stak Design

StoreFinancial

Tony Horton, Inc.

Wow Smile Express

# Retail Corral: Brand New to Fusion

## RETAIL CORRAL

Company Name (Exhibitor/Company Name)

Company Web Site Address

Exhibitor Contact (This person will receive ALL exhibitor information.)

Exhibitor Contact Email Address (Required. ALL information will be sent via email to this contact.)

Address

City

State/Province

ZIP/Postal Code

Country

Telephone (Required)

Fax

ICSC Company Membership I.D.#

The “**New**” **Retail Corral** will provide an opportunity for retailers to showcase their products to shopping center owners and developers looking for new and innovative products. ICSC has developed a very cost effective method for retailers to participate at this important event which will allow your company to be put in front of decision makers who have the proper authority to approve and purchase products for their respective malls and/or centers.

**Retail Corral RMU - \$150**

**One Retail Merchandise Unit (RMU) Kiosk**

**One Staff badge – For Show Floor Only**

**One Company ID Sign**

\*Retail Corral exhibitors are responsible for providing product for the RMU as well as staffing their respective areas during all Trade Exposition hours.

\*This is not a cash and carry show.

**For more information, contact the Trade Exposition Department, Douglas Lugo at +1 646 728 3847, fax +1 732 694 1735 or [dlugo@icsc.org](mailto:dlugo@icsc.org)**



# Fusion Conference and MAXI Awards

## Corporate Sponsorship Commitment Form

### Platinum Sponsor ( Fusion Conference & MAXI Awards)

- Top-tier company logo recognition on all marketing materials and publications
- Top-tier company logo recognition at all events: Conference Grand Opening, Welcome Reception, MAXI Awards Reception, MAXI Awards Ceremony and Closing Party/Event
- Full page ad in MAXI Awards Program
- Conference Bag
- Logo recognition on Fusion Conference page
- Plus choose any five (5) below:
  - Two (2) entries in golf tournament
  - Two (2) free conference admissions
  - One (1) free 10x10 booth space
  - Two (2) admissions to the MAXI Awards Ceremony
  - Full Page Ad in SCT MAXI Supplement
  - Sponsored Reception for the MAXI Judges
- \$20,000 (1 year commitment)
- \$18,000 per year (2 year commitment)

### Gold Sponsor (Fusion Conference & MAXI Awards)

- Company logo recognition on all marketing materials and publications
- Company logo recognition at all events: Conference Grand Opening, Welcome Reception, MAXI Awards Reception, MAXI Awards Ceremony and Closing Party/Event
- Full page ad in MAXI Awards Program
- Conference Bag
- Logo recognition on Fusion Conference page
- Plus choose any four (4) below:
  - Two (2) entries in golf tournament
  - Two (2) free conference admissions
  - Two (2) admissions to the MAXI Awards Ceremony
  - Full Page Ad in SCT MAXI Supplement
- \$12,000 (1 year commitment)
- \$10,000 per year (2 year commitment)

### Silver Sponsor (Fusion Conference & MAXI Awards)

- Company logo recognition on all marketing materials and publications
- Company logo recognition at all events: Conference Grand Opening, Welcome Reception, MAXI Awards Reception, MAXI Awards Ceremony and Closing Party/Event
- Half-page ad in MAXI Awards Program
- Conference Bag
- Logo recognition on Fusion Conference page
- Plus choose any three (3) below:
  - Two (2) entries in golf tournament
  - One (1) free conference admission
  - Two (2) admissions to the MAXI Awards Ceremony
- \$7,500 (1 year commitment)
- \$6,000 per year (2 year commitment)

### Bronze Sponsor (Fusion Conference & MAXI Awards)

- Company logo recognition on all marketing materials and publications
- Company logo recognition at all events: Conference Grand Opening, Welcome Reception, MAXI Awards Reception, MAXI Awards Ceremony and Closing Party/Event
- Logo recognition on Fusion Conference page
  - One (1) free conference admission
  - One (1) admission to the MAXI Awards Ceremony
- \$4,000 (1 year commitment)
- \$3,500 per year (2 year commitment)

### MAXI Awards Sponsor Partner

- \$750
  - Company logo recognition on all MAXI marketing materials
  - Company logo recognition at MAXI Awards Reception and Ceremony
  - Logo recognition on MAXI Awards Website

### Inspiration Team Volunteer Day Sponsorship

- \$10,000
  - Company logo recognition on all marketing materials and publications
  - Company logo recognition at Inspiration Team Volunteer Day Reception and Conference Grand Opening
  - Two (2) admissions to Inspiration Team Volunteer Day



# Corporate Sponsorship Commitment Form

(continued)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Business Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

I would like to pay by credit card:

Visa

MasterCard

American Express

Discover

Diner's Club

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Total \_\_\_\_\_

Please invoice me.

I would like to pay by check.

**Please make your check payable to:**

**International Council of Shopping Centers**

**2009 Fusion Conference**

**1221 Avenue of the Americas, 41st Floor**

**New York, NY 10020-1099**

**Return both pages via fax to +1 732 694 1762.**

**Any questions should be directed to JoAnn Laut at +1 646 728 3462.**

# 2009 ICSC Fusion Conference/MAXI Sponsors

The International Council of Shopping Centers would like to thank the following organizations for sponsoring the 2009 Fusion Conference/MAXI Awards. NOTE: *This is a list as of January 16.*

## Volunteer Day Sponsor



## Platinum Sponsors



## MAXI Gold Sponsor



## Gold Sponsors



## Bronze Sponsors



# ICSC Fusion Conference Networking Opportunities

**Networking is so important in the world of retail real estate that we've built in plenty of opportunities for you to develop and further relationships.**

- The Inspiration Team Volunteer Day, an effort to mentor the Mater Academy Charter Middle and High School students and beautify the school grounds on Sunday, March 29 will be rewarding to the community. Participants find this event fulfilling, yet fun, as you toil with new friends that you meet during this special optional day. After the Volunteer Day, we will have social time to share experiences and refresh.
- The ICSC Certification Lounge will be open on Monday, March 30 from 12:00 noon - 6:00 pm, Tuesday, March 31 from 7:30 am - 6:00 pm, and Wednesday, April 1 from 12:00 noon - 4:00 pm. This exclusive lounge, open to those who have a CSM, CMD, CLS, CDP or Senior Designation, located on the Trade Exposition floor, and provides you with a place to recharge your batteries and meet up with fellow ICSC designees.
- The shopping center educational study tours on Monday, March 30, will give you new perspectives while you walk your choice of four center property types.
- This year's expanded Trade Exposition opens with a festive cocktail reception on Monday afternoon, March 30.
- The Welcome Reception on Monday, March 30, is a "don't miss" social event as you enjoy "a taste of Miami".
- The two rounds of Networking Breakfast Roundtables on Wednesday, April 1, afford you the opportunity to meet your peers and discuss subjects of interest to your work.
- The MAXI Awards, on Wednesday night, April 1, is the signature event of this conference. You'll start with a reception before the Ceremony.