



## **ICSC to hold 2009 Conference on OAC Feb. 4-6 in Hollywood, Calif.**

January 12, 2009 - Shopping Centers

The International Council of Shopping Centers (ICSC) will hold its 2009 Conference on Open-Air Centers (OAC) from February 4 - 6 at the Renaissance Hollywood Hotel. The agenda includes the following:

Wednesday, February 4

- \* 8 - 9:30 a.m. Shopping Center Tour Registration (pre-registration is required.)
- \* 9 - 9:30 a.m. Special Presentation: Hot New Shopping Center Projects in Los Angeles.
- \* 9:30 a.m. - 12:30 p.m. Hot Projects: Shopping Center Tours (separate registration fee and pre-registration required.) Americana at Brand, Glendale, Calif.: Opened in the spring of 2008, Caruso Affiliated's first mixed-use development features shopping, dining and entertainment with residential living in a park-like setting. This 16-acre project features a half million s/f of retail/commercial space, 100 condos and 238 apartment homes. Tenants include Ed Hardy, Custo Barcelona and Barney's New York Co-Op. fresh & easy, El Segundo, Calif.: Tesco has opened 102 of these 10,000 s/f fresh & easy grocery stores throughout Calif., Nevada and Ariz. The markets offer fresh and easy brands that are prepared fresh daily in their 800,000 s/f distribution center in the Inland Empire.
- \* 1 - 7 p.m. Conference registration.
- \* 2 - 2:15 p.m. Opening general session. Welcome and introductions by Norris Eber, SCSM, SCLS, an ICSC past trustee and executive VP of Joseph Freed and Associates, Chicago, Ill.
- \* 2:15 - 2:30 p.m. State of the Industry Address by Gary Rappaport, SCMD, SCSM, SCLS, CDP, an ICSC past chairman, ICSC trustee, and president of The Rappaport Companies, McLean, Va.
- \* 2:30 - 3:45 p.m. General session: Capital Markets Confusion: Sorting Through the Chaos to Craft Your Strategy to Follow the Smart Money. The moderator is Kenneth Bernstein, president of Acadia Realty Trust, New York, N.Y. The panelists include: Daniel Hurwitz, an ICSC trustee and president & COO of Developers Diversified Realty, Beachwood, Ohio; and Karl Francetic, director of developer finance of National Retail Properties, Orlando, Fla.
- \* 3:45 - 4:30 p.m. General Session: The Future of Food and Drug Store Deals. The panelists include: William Shiel, SCLS, an ICSC past trustee and a SVP, facilities development for Walgreens Co., Deerfield, Ill.; and Donald Wright, an ICSC past trustee and SVP, real estate & engineering at Safeway Inc., Pleasanton, Calif.
- \* 5 - 6:30 p.m. Opening reception.
- \* 7 - 9:30 p.m. Networking dinner.

Thursday, February 5

- \* 7:30 a.m. - 7 p.m. Registration.
- \* 8 - 8:45 a.m. Roundtable Discussions: Round I. An opportunity to tackle 40 key industry issues

head-on with peers in a 12-member roundtable format. The event will consist of three 45-minute sessions at three different roundtables of your choice. Table leaders include retailers, brokers, lenders, developers, public sector officials, shopping center owners and managers.

\* 8:45 - 9:30 a.m. Roundtable Discussions: Round II.

\* 9:30 - 10:15 a.m. Roundtable Discussions: Round III.

\* 10:15 - 10:30 a.m. Networking break.

\* 10:30 a.m. - 12 p.m. General session: Surviving and Thriving in Turbulent Times—A Panel of Leading Industry CEOs and ICSC Trustees Tell It Like It Is! The moderator is Patrick Donahue, an ICSC trustee and president of Donahue Schriber, Costa Mesa, Calif. Panelists include: Keith Eyrich, president, retail properties of The Irvine Co., Irvine, Calif.; Brad Hutensky, an ICSC trustee and president of The Hutensky Group, LLC, Hartford, Conn.; and Rappaport.

\* 12:15 - 1 p.m. Luncheon served.

\* 1 - 1:45 p.m. Luncheon address by Gregory Melich, managing director of Morgan Stanley, Purchase, N.Y.

\* 2:00 - 3:15 p.m. General session: Meet Today's Active Retailers. The moderators include: Alan Barocas, an ICSC past trustee and principal of Alan J. Barocas & Associates, Atlanta, Ga.; and Seth Geldzahler, VP, real estate at Bed, Bath, & Beyond, Union, N.J. The panelists include: Phil Armstrong, VP of real estate at Total Wine; Bill Horner, SVP of real estate of LA Fitness; James Lampassi, VP of real estate and construction at Petco; Valerie Richardson, SVP of real estate and construction at The Container Store; Max Rosenberg, director of real estate at Men's Wearhouse; and David Vine, director of real estate at Smart and Final.

\* 3:30 - 4:30 p.m. Survival Insights. Join industry leaders and peers for interactive sessions that allow a deeper exploration on how to survive these very difficult and volatile times. Set in eight separate small group settings, these eight industry leaders will discuss topics ranging from leasing and retailing issues to development and investments. Session facilitators include:

1. Understanding Retailer Priorities in Turbulent Times: Barocas.

2. Acquisitions in a Difficult Market: Thomas Caputo, president of Equity One, Inc., New York, N.Y.

3. Strategies for Underperforming and Distressed Centers: Anthony Fuller SVP of Wal-Mart Realty, Wal-Mart Stores, Inc., Bentonville, Ariz.; and Hutensky.

4. Marketing Strategies for Shopping Centers in a Challenging Environment: Rebecca Maccardini, SCMD, an ICSC past chairman and president of RMRResources, LLC, Ann Arbor, Mich.

5. Construction Costs: Why They Still Matter: Robert Otten, Jr., president of Lat Purser and Associates, Inc., Charlotte, N.C.

6. Supermarket Retailing-21st Century Dynamics: Shelly Sponholz, SVP, real estate of Giant Eagle, Inc., Pittsburgh, Penn.

7. Retail Leasing to and Retaining Tenants: Michael Stevens, an executive VP at Forest City Enterprises, Cleveland, Ohio.

8. The Lure and Challenges of Urban Retail: Steve Weingarten, SVP of Weingarten Realty Investors in Houston, Tex; and Richard Tucker, president & CEO of Tucker Development Corp., Highland Park, Ill.

\* 5 - 6:30 p.m. Networking cocktail reception.

Friday, February 6

\* 8 -11 a.m. Registration

\* 8 - 8:30 a.m. Breakfast Served

- \* 8:30 - 9:15 a.m. Change! A New Consumer, New Economic Pressures, New Demands and Expectations from Retailers. Are You Ready? How Do You Adapt? The guest speaker is Mary Lou Fiala, ICSC chairman and president & COO of Regency Centers, Jacksonville, Fla.
- \* 9:30 - 10:15 a.m. Roundtable Discussions: Round I
- \* 10:15 - 11 a.m. Roundtable Discussions II
- \* 11:00 a.m. Meeting adjourns.

For more information, visit [www.icsc.org](http://www.icsc.org).

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