



04-09-2013 - ICSC Upstate Luncheon & Dealmaking to be held April 9th at the University Sheraton at Syracuse University

March 11, 2013 - Upstate New York

After a successful inaugural run in Rochester in 2012, the ICSC Upstate Luncheon & Dealmaking heads to Syracuse this year according to Larry Socia, CLS of Sutton Real Estate Company who is on the planning committee. The all day event is being held on April 9th at the University Sheraton located right on the Syracuse University campus. Registration is ongoing thru the ICSC website at www.icsc.org and is open to all members and non-members as well. For those companies that would like to have a more active participation, tables will be available to display their promotional materials and provide a fixed point for their staff to gather at this conference. There is no charge to reserve a table but their number is limited and offered on a first come basis to paid registrants. Sponsorship is yet another option for companies and individuals desiring an even higher level of involvement. A nominal \$250 fee will get their name and logo prominently featured in promotional materials and displayed throughout the day.

The theme is "A Region of Opportunities...Learn What's Happening & Where." Upstate New York is loosely defined in the retail industry as all the counties north of I-84. Thus event emphasis will be on activity in all cities from Albany to Buffalo and points in between up to the Canadian border, and not just Syracuse. A diverse range of urban, suburban and rural markets characterize the region; presenting retailers and restaurateurs with a wide variety of places to do business whether their location requirements are for high street, main street or county route. This ICSC program features regionally based leaders who will be sharing their thoughts and expertise on their own Upstate successes, current trends and latest projects via interactive panel discussion and speaking formats. Even the program planning committee has a diverse make up from different retail sectors and hailing from areas statewide. "ICSC has recognized the importance of the Upstate region and instituted this Luncheon & Dealmaking event...it's intended to promote and grow more retail business here", said Socia.

A full day agenda starts with a Next Generation Breakfast Program, an ICSC forum designed for those new to or curious about ICSC and the retail sector. Jacob Wright CEO of Action Companies, a Syracuse based hospitality group, will be leading a discussion for this early portion. Following breakfast is a panel discussion to be moderated by Howard Carr, president of The Howard Group from Albany.

This group features Bill Paladino, CEO of Ellicott Development - Buffalo; Dennis Wilmot, senior VP of leasing & development of Wilmorite - Rochester; Tim Kelley, president of Pyramid Management Group - Syracuse; Steve Powers, vice president of Nigro Companies - Albany, Dan Monte, president of Rose Hill Group - Buffalo and John Stage, CEO and founder of Dinosaur Bar-B-Que Restaurants. After that begins the luncheon portion where the honorable mayor of Syracuse Stephanie Miner will give a welcoming introductory speech followed Kenneth Adams president and

CEO of Empire State Development Corp. will give the keynote address for the function. Finally, the afternoon will be capped off by a dealmaking trade show in the main meeting room of the University Sheraton Conference Center.

"If you want to be recognized as a player in the retail industry, you're gonna have to suffer thru the obligatory three days of wining & dining and boozing & schmoozing at the big ICSC shows in Las Vegas and New York City," said Socia. "But...these one day regional events let you cut to the chase...your main focus is on networking with local industry peers and companies that are actively doing business in your own backyard."

On Monday April 8 there will be an additional affair for those planning to be in Syracuse the night before the ICSC Upstate Luncheon & Dealmaking. Pyramid Management Group, headquartered in Syracuse and the largest privately owned developer of shopping centers in the Northeast will be hosting a reception in their Destiny USA Mall. The evening will start with a gathering at the mall sixth floor sky deck with cocktails, food and the chance to mingle with the PMG management team and learn about the evolution of Carousel Center into its expanded Destiny USA footprint featuring "The Canyon." After the sky deck reception, Pyramid's hospitality will continue on to the VIP room in recently opened Toby Keith's Bar & Grill, located in The Canyon. All registered ICSC attendees are welcome to join for more refreshments, networking and the opportunity to catch the NCAA Division One basketball championship game on over 40 big screen televisions.

Register today for the ICSC Upstate Luncheon & Dealmaking: www.icsc.org

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