



Political, building giants to talk "Building The Boroughs" At ICSC NY National Conference; Women's SIG will host officials from Queens and the Bronx

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The municipal and development powerhouses helping to build the latest retail projects in New York City's outer boroughs will join "Queen of Retail" Faith Hope Consolo at "Building The Boroughs: Lessons in Urban Development," the year-end Women's Special Industry Group celebration and session at the International Council of Shopping Centers' New York National Conference. The session will be held Monday, December 9th from 4 - 5:30 p.m. at the New York Hilton's Mercury Ballroom.

Scheduled to discuss the extraordinary amount of retail activity outside Manhattan are: Richard Bearak, director of land use at the office of the Brooklyn Borough president; Seth Bornstein, executive director of the Queens Economic Development Corp.; Melissa Burch, executive vice president, commercial and residential development, Forest City Ratner Cos.; Paul Camella, director of development, Welco Realty; Donald Capoccia, managing director and founder, BFC Partners; Marlene Cintron, president of the Bronx Overall Economic Development Corp; Patricia Dunphy, senior vice president, Rockrose Development; and Caroline Pardo, director of leasing for Jamestown Properties. Additional speakers to be announced.

"The size of this panel indicates just how much retail activity is taking place in the Bronx, Brooklyn, Queens and Staten Island," said Consolo, chairman of Douglas Elliman's Retail Group and the chairman of the Women's SIG initiative from its 2010 origin. "From high-end boutiques to big boxes to local shops, our boroughs are attracting stores like never before, due in large part to the efforts of our speakers. I can't wait to see how their stories can inspire other retailers and cities to follow New York's example."

One of ICSC's largest meetings, the New York National Conference annually attracts thousands of real estate professionals from around the United States, and the Women's SIG session has quickly become a highlight of the meeting, drawing hundreds of attendees. Previous New York panels discussed the renovation of the flagship Lord & Taylor department store, offered an overview of retail featuring executives from Brooks Brothers Group, CVS, GameStop, and Toys "R" Us, and discussed the importance of "Food as Fashion," with representatives from Union Square Hospitality Group, Rosa Mexicano, Nation's Restaurant News and Fourth Wall Restaurants.

Special Industry Groups (SIGs) focus on a specific discipline of the industry and allow professionals in the field to meet and share common ideas, interests and challenges. They also provide excellent opportunities for networking with colleagues and engaging with business associates. The group meetings especially allow for informal, interactive discussions. The initiative was launched at ICSC's RECon 2010, the global conference held in Las Vegas in May, and has continued at ICSC regional conferences around the United States and internationally. Despite its name, Women's SIG programs

are open to all ICSC meeting attendees, male and female.

"The U.S. Census reported last year that the majority of citizens now live in cities, so urban retail has never been more important," Consolo said. "Lessons from New York's boroughs provide perhaps the greatest examples for smaller cities to learn how to attract those retailers that will make them ever more vital. I'm honored these officials and these developers are willing to take the time to share their wisdom with our attendees."

Attendance at the Special Industry Group panel is included in the fee for the New York National Conference, but preregistration is required.

To register for the full conference, visit <http://www.icsc.org/events-and-programs/details/new-york-national-conference/>. Those not registered for the show may attend the SIG for a nominal fee. For more information, visit: <http://www.icsc.org/events-and-programs/details/womens-sig-at-new-york-national-conference/>.

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