

ideaexchange®

preliminary program

ICSC Monterey

**Portola Hotel & Spa and Monterey Conference Center
Monterey, CA**

March 16-18, 2010

***Photo ID badges required for the 2010
Monterey Idea Exchange***



ICSC 2010 Monterey

Portola Hotel & Spa and Monterey Conference Center

Monterey, CA

March 16-18, 2010

tuesday March 16

- ▶ **Golf Tournament**
10:00 am - Check in and box lunch
10:30 am - Shotgun start
Laguna Seca Golf Ranch
10520 York Road
Monterey, CA

To register, please refer to the attached Sports Event Sign Up Form. Online registration is available for individuals ONLY. If you wish to register a foursome, please mail or fax in your registration form.
- ▶ **Registration**
4:30 - 7:00 pm
Portola Hotel & Spa
- ▶ **Member-Sponsored Reception**
5:30 - 7:00 pm

Corporate sponsorship is available for \$500. If you are interested in being a sponsor, please see the attached Reception Sponsorship Form.

wednesday March 17

- ▶ **Registration**
8:00 am - 7:00 pm
Portola Hotel & Spa
Two Portola Plaza
Monterey, CA
- ▶ **Continental Breakfast**
8:30 - 9:15 am
- ▶ **Leasing Suites - New This Year!**
8:30 am - 5:00 pm

To reserve a Leasing Suite, please refer to the Leasing Suite Application. Leasing Suites are assigned on a first-come, first-served basis. Additional charges apply.

- ▶ **Networking Lounge**
8:30 am - 5:00 pm

To reserve a table, please see attached Networking Lounge Table Request Form. Tables are limited to one per company. An ICSC 2010 Monterey Idea Exchange photo badge is required for admittance.

- ▶ **Welcome and Introduction to the Program**
9:15 - 9:30 am

- ▶ **General Session #1**
9:30 - 10:30 am

- ▶ **General Session #2**
10:45 - 11:45 am

- ▶ **Luncheon Served**
12:00 noon - 12:45 pm
(No luncheon service after 12:45 pm)

- ▶ **Government Relations Update**
12:45 - 1:00 pm

- ▶ **Keynote Presentation**
1:00 - 1:30 pm

thursday March 18

- ▶ **Registration**
8:00 am - 2:00 pm
- ▶ **Continental Breakfast**
8:00 - 9:00 am
- ▶ **Retailer Runway**
9:00 - 10:30 am
- ▶ **Deal Making**
10:30 am - 2:00 pm

To reserve a table, please see attached Deal Making Table Request form. Tables are limited to one per company.
- ▶ **Box Lunches Served**
12:00 noon - 1:00 pm
- ▶ **Meeting Adjourns**
2:00 pm

registration form

▶ How to Register

Fax: +1 732 694 1800 *Credit card registrations only.*

Online: www.icsc.org *Credit card registrations only.*

Mail: ICSC

P.O. Box 26958
New York, NY 10087-6958

▶ Registration Fee

	ADVANCE	ON-SITE
Member*:	\$ 250	\$ 320
Non-member:	\$ 470	\$ 585
Student Member**:	\$ 50	\$ 50

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

***Registrants must be ICSC student members to qualify for the student rate.*

▶ Deadlines

To qualify for the advance registration fee, your registration must be received by **March 9, 2010**.

▶ Cancellations

All cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after **March 9, 2010**. All requests for refunds must be received by ICSC in writing.

Attendees will receive a complimentary copy of the book *RetailGreen Agenda*.

This publication is available only during the program registration hours and will not be mailed out after the event.

▶ Hotel Reservations

To make your hotel reservation, please visit www.icsc.org/2010N1. You will see the banner "Book Hotel Now." There you will find the description of the hotel and the electronic reservation form, which features live inventory within the group block. Additionally, you will receive an immediate e-mail confirmation of the reservation to the e-mail address you provide on your form. Please Note: the e-mail will show both "To" and "From" your e-mail address. Although we do require our reservations in writing, we are happy to answer your questions during our office hours of Monday to Friday 8:00 am – 5:30 pm EST toll free at +1 888 ICSC TVL (+1 888 427 2885).

▶ Airfare Savings

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) or +1 585 442 8856 from 8:00 am to 5:30 pm EST, Monday through Friday.

▶ Continuing Education Credits

SCSM/SCMD: 1 credit; **CLS:** 1 credit
Real Estate Credits: 3 hours (pending approval from the states of Iowa, Kansas, Missouri and Nebraska).

▶ Special Needs

Anyone desiring an auxiliary aid for this meeting should notify Casey Adams at +1 949 224 3830 no later than **January 26, 2010**.

▶ I authorize ICSC and its members to send me announcements via mail, fax and phone about ICSC's and ICSC members' programs and services that may be of interest to me or my colleagues. I also consent to receipt of notices from ICSC in electronic form.

Please Check One: ICSC Member Non-Member Student Member

Name _____ Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Fax _____

E-mail _____ Your membership I.D.# _____

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

2010N1-A

Method of payment

Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

program planning committee

DEAN ISAACS

ICSC 2010 Monterey Idea Exchange Program Planning Committee Co-Chair, Peninsula Development Advisors

STEVE STWORA-HAIL

ICSC 2010 Monterey Idea Exchange Program Planning Committee Co-Chair, Downey Brand

CHUCK SHAW

ICSC Northern California State Director, Fite Development Company

JO ANNE M. BERNHARD, ESQ.

ICSC Northern California Government Relations Committee Chair, Jo Anne M. Bernhard Law Offices

DAVID GREENSFELDER

ICSC Northern California Alliance Private Sector Chair, NewMark Merrill Companies

STEVE LAWTON

ICSC Northern California Alliance Public Sector Chair, City of Hercules

SONDRA VAN METRE

ICSC Northern California Operations Chair, Shelter Bay Retail Group

JEFF SEALY

ICSC Northern California Retail Chair, Beverages and More!

TIM SEILER

ICSC Northern California Program Committee Chair, John Cumbelich & Associates

BILL ANDREWS, CSM, The Evergreen Company

BOB BURKE, Shea Properties

JAMES CHUNG, Terranomics

DONNA CLARK, Kennedy Wilson

JOHN CUMBELICH, John Cumbelich & Associates

JUDY DAVIDOFF, Sheppard, Mullin, Richter & Hampton

MIKE DI GERONIMO, Miller Starr Regalia

SOLOMON ETS-HOKIN, Colliers

CHRISTINE FIRSTENBERG, Metrovation

RON GERBER, City of Novato

ERIC HOHMANN, Madison Marquette

ELLEN HUI, Popeyes

TRACE JOHNSON, Petrovich Development Company

DEB KARBO, Safeway

KELLY KLINE, City of Cupertino

JEFFREY LEON, Rawson, Blum & Leon

THAD LOGAN, Retail West

CAROL MAZZETTI, Peet's Coffee and Tea

JIM McMASTERS, Colliers

DAVID MOGAVERO, Mogavero Notestine Associates

JOHN MONTAGH, City of Concord

RYAN NICKELSON, Regency Centers

DOUG SATZMAN, Starbucks Coffee Company

SORAYA SHARFI, Donahue Schriber

SCOTT SINGER, Horner & Singer

ANNE STEDLER, City of Los Altos

MELODY TEIXEIRA, Colliers

ROBB WEHMUELLER, Eastdil Secured

DOUG WIELE, Foothill Partners



deal making table request form

► **When**

Thursday, March 18, 2010
10:30 am – 2:00 pm

► **Who Qualifies**

Retailers, Brokers representing Retailers, Developers, Owners, Lenders, Suppliers, Cities/Municipalities and Economic Development Agencies

► **Includes**

- 6' x 30" draped table
- 2 Chairs
- Company sign

► **Guidelines**

- Exhibits must not hang over the edge of the table
- Exhibits must not rise more than 3' above the table
- No floor easels
- No electrical equipment
- No balloons
- One table per company

► **Cost**

No cost to reserve a table, but each person who is working at the table must be an advance paid registrant for the meeting.

► **Deadline**

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **January 26, 2010**.

► **Availability**

Tables are confirmed on a first-come, first-served basis. Sending in this Deal Making Table Request Form does not guarantee you a table.

► **Notification**

You will receive a written Table Confirmation from ICSC two weeks prior to the meeting, if a table has been reserved for you. **If you do not receive a letter regarding the status of your request, please contact Mira Jones at +1 646 728 3605 to confirm.**

► **Cancellations**

Notify ICSC immediately if you must cancel.

► **Please return to:**

ICSC
Mira Jones
2010 Monterey Idea Exchange
1221 Avenue of the Americas
41st Floor
New York, NY 10020
Tel: +1 646 728 3605
Fax: +1 732 694 1679
E-mail: mjones@icsc.org

Name(s) of person(s) who will staff exhibit table

Contact Name (person to receive confirmation)

Company

Company name that should appear on sign *(please print or type)*

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

2010N1-A

Check all that apply

- | | |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <input type="checkbox"/> We are Retailers. | <input type="checkbox"/> We are Lenders. |
| <input type="checkbox"/> We are Brokers exclusively representing the following Retailers:

_____ | <input type="checkbox"/> We are Suppliers. |
| <input type="checkbox"/> We are Developers/Owners. | <input type="checkbox"/> We are a City/Municipality or Economic Development Agency. |
| | <input type="checkbox"/> We have registered for ICSC 2010 Monterey Idea Exchange. |
| | <input type="checkbox"/> We will notify ICSC immediately if we must cancel. |

reception sponsorship form

Sponsorships serve as an opportunity to get your company name out in front of a select audience of industry professionals. Be sure to take advantage of this opportunity!

Your Sponsorship of \$500 will include:

- ▶ Sponsor sign and/or PowerPoint display of your company logo at the Member-Sponsored Reception on March 16, 2010
- ▶ PowerPoint display of your company logo during the luncheon on March 17, 2010
- ▶ Recognition in the Directory Program if your sponsorship is received by January 26, 2010
- ▶ Sponsor ribbons that can be worn with your badge throughout the Conference.

▶ When

Wednesday, March 16, 2010
5:30 – 7:00 pm

▶ Where

Portola Hotel & Spa

▶ Deadline

Sponsorship needs to be received by **February 16, 2010**, to be recognized at the meeting.

▶ Sponsor Contact

Tim SeilerJohn
Cumbelich & Associates
Tel: +1 925 935 5400 x106
E-mail: tim@cumbelich.com

▶ ICSC Sponsor Contact

Casey Adams
Meeting Planner
Tel: +1 949 224 3830
E-mail: cadams@icsc.org

▶ Sign-up now by returning completed form with:

- \$500 payment by credit card or check made out to ICSC. Payment must accompany the Sponsorship Form.
- Your company logo (.jpeg or .gif format) to Casey Adams at cadams@icsc.org.

▶ Return form with payment to:

**2010 Monterey
Idea Exchange Sponsorship**
Mail: P.O. Box 26958
New York, NY 10087-6958
Allow 10 days to process check.
Fax: +1 732 694 1800
(credit card payments only)

Company

Company name that should appear on sign *(please print or type)*

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

2010N1-A

Method of payment

Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

thank you!

Sports Event Sign-up Form

GOLF

▶When

Tuesday, March 16

10:00 am – Registration and boxed lunch

10:30 am – Shotgun Start

▶Where

Laguna Seca Golf Ranch

10520 York Road

Monterey, CA

▶Fees

\$84 (nonrefundable) per player via credit card or check made payable to ICSC.

Fee includes green fees and cart

▶Please Note

Space is limited and will be confirmed on a first-come, first-served basis.

Please pre-arrange your foursome.

▶Golf Contact

Scott Singer

Horner & Singer, LLP

Tel: +1 925 943 6570

E-mail: ssinger@hornersinger.com

▶ICSC Contact

Casey Adams

Tel: +1 949 224 3830

E-mail: cadams@icsc.org

▶Return completed form and payment to ICSC Registration

P.O. Box 26958

New York, NY 10087-6958

Tel: +1 646 728 3800

Fax: +1 732 694 1800

This form should be duplicated for additional registrations.

Online registration is available for individuals ONLY. If you wish to register a foursome, please mail or fax in your registration form. This form should be duplicated for additional registrations.

Name _____ Company _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Telephone _____ Fax _____

E-mail _____

Enclosed is my entry fee for Golf Bowling

Method of payment

Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card) _____ Signature _____

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

Release of Claims – Read Carefully and Sign

I agree and acknowledge that I am participating in the ICSC Sports Event ("Sports Event") on my own accord. I give this acknowledgement freely and knowingly and I represent and warrant to you that I am physically and mentally fit and that, as a result, able to participate, and I do hereby assume responsibility for my own well-being.

I am fully aware that possible physical injury might occur to me as a result of my participation, and I agree to assume the full risk, including risk which is not specifically foreseeable, of any injuries, including death, damages or loss regardless of severity, which I may sustain as a result of participating in any and all activities connected with or associated with the Sports Event.

In consideration of the right to participate in the Sports Event, I

hereby waive any and all rights or claims I may have as a result of participation in the Sports Event against the International Council of Shopping Centers, Laguna Seca Golf Ranch, the City of Monterey, and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, and I hereby fully release and discharge them from any and all claims resulting from injuries, including death, damages or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

I further agree to indemnify, defend, and hold harmless the International Council of Shopping Centers, Laguna Seca Golf Ranch, the City of Monterey and their respective directors, officers, employees, members, staff, and all individuals assisting in instructing, sponsoring and conducting these activities, from any and all claims resulting from injuries, including death, damages, or loss, which may accrue to me or my heirs arising out of or in any way connected with my participation in the Sports Event.

Golf Preferred Foursome

1. _____
2. _____
3. _____
4. _____

Note: Please coordinate your choices with each other.

Net Division: _____ or

Gross Division: _____ or

Established Handicap: _____ or

Estimated Handicap: _____
(check one only)

Leasing Suite Application Form

▶ **When**

Wednesday, March 17, 2010
8:30 am – 5:00 pm

▶ **Includes**

- 10' x 10' pipe and draped Leasing Suite in the Portola Hotel & Spa
- Company sign
- Two administrative badges per company (not per Suite). Please note that these badges allow access to the Leasing Suite ONLY. They are not full conference badges.

▶ **Cost**

\$300 per Suite. One Suite per company. Thirteen Suites are available and will be assigned on a first-come, first-served basis. Payment MUST accompany form.

▶ **Deadline**

Applications must be received by **March 1, 2010**.

▶ **Cancellation**

Notify ICSC immediately if you must cancel.

▶ **Leasing Suite Policies**

All guests in the Leasing Suite/visiting the Leasing Suite **must be registered attendees of the Monterey Idea Exchange**

It is the responsibility of the Exhibitor to order furniture, food and beverage, audiovisual, and any other needs through the Hotel.

No food and beverage is permitted to be brought into the Hotel from outside vendors.

Exhibitor agrees not to operate Leasing Suites or a meeting room in the hotel or Conference Center in which the ICSC meeting is being held without the approval of ICSC.

Exhibitors are only permitted to operate Leasing Suites during posted hours. Exhibitors who utilize suites outside of posted meeting hours will forfeit their Suite.

Only signage provided by ICSC will be allowed to be displayed outside the Leasing Suite.

Exhibitor agrees to abide by the ICSC rules of operation of Leasing Suite as set forth in the confirmation letter.

▶ **Availability**

Suites are assigned on a first-come, first-served basis. Sending in this application does not guarantee a Leasing Suite.

▶ **Notification**

You will receive a written confirmation from ICSC two weeks prior to the meeting if a Suite has been reserved for you. **If you do not receive a letter regarding the status of your request, please contact Casey Adams at +1 949 224 3830 to confirm.**

▶ **Please return to:**

Mail: ICSC Registration
P.O. Box 26958
New York, NY 10087-6958

Fax: +1 732 694 1800
(credit card payments only)

Checks must be made payable to ICSC. Please allow 10 days to process payments made by check.

▶ **ICSC Contact**

Casey Adams
Meeting Planner
Tel: +1 949 224 3830
E-mail: cadams@icsc.org

I have read and understand the Leasing Suite policies

Company

Company name that should appear on sign *(please print or type)*

Contact Name (person to receive confirmation)

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

2010N1-A

Method of payment

Check or money order made payable to ICSC enclosed for \$ _____

MasterCard Visa AMEX Discover \$ _____

Name (as it appears on credit card)

Signature

Credit Card Number (include all digits)

Expiration Date (month/year)

Networking Lounge Table Request Form

► **When**

Wednesday, March 17, 2010
8:30 am – 5:00 pm

► **Who Qualifies**

Retailers, Brokers representing Retailers, Developers, Owners, Lenders, Suppliers, Cities/Municipalities and Economic Development Agencies

► **Includes**

- Round table
- Chairs
- Company ID sign

► **Guidelines**

- Exhibits must not hang over the edge of the table
- Exhibits must not rise more than 3' above the table
- No floor easels
- No electrical equipment
- No balloons
- One table per company

► **Cost**

No cost to reserve a table, but each person who is working at the table must be an advance paid registrant for the meeting.

► **Deadline**

In order to be listed in the Deal Making Exhibitors Directory, ICSC must receive your table request by **January 26, 2010**.

► **Availability**

Tables are confirmed on a first-come, first-served basis. Sending in this Deal Making Table Request Form does not guarantee you a table.

► **Notification**

You will receive a written table confirmation from ICSC two weeks prior to the meeting if a table has been reserved for you. If you do not receive a letter regarding the status of your request, please notify the meeting contact listed to the right to confirm.

► **Cancellations**

Notify ICSC immediately if you must cancel.

► **Contact**

Casey Adams
Meeting Planner
Tel: +1 949 224 3830
E-mail: cadams@icsc.org

► **Please return to**

ICSC
Mira Jones
2010 Monterey Idea Exchange
1221 Avenue of the Americas
41st Floor
New York, NY 10020

Tel: +1 646 728 3605
Fax: +1 732 694 1679
E-mail: mjones@icsc.org

Name(s) of person(s) who will staff exhibit table

Contact Name (person to receive confirmation)

Company

Company name that should appear on sign (*please print or type*)

Address

City

State/Province

Zip/Postal Code

Telephone

Fax

E-mail

2010N1-A

Check all that apply

- | | |
|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <input type="checkbox"/> We are Retailers. | <input type="checkbox"/> We are Lenders. |
| <input type="checkbox"/> We are Brokers exclusively representing the following Retailers:
_____ | <input type="checkbox"/> We are Suppliers. |
| <input type="checkbox"/> We are Developers/Owners. | <input type="checkbox"/> We are a City/Municipality or Economic Development Agency. |
| | <input type="checkbox"/> We have registered for ICSC 2010 Monterey Idea Exchange. |
| | <input type="checkbox"/> We will notify ICSC immediately if we must cancel. |

ideaexchange®



**International Council
of Shopping Centers**

1221 Avenue of the Americas
New York, NY 10020-1099

ICSC 2010 Monterey

Photo ID badges required for the 2010
Monterey Idea Exchange

ideaexchange®

preliminary program

ICSC Monterey

Portola Hotel & Spa and Monterey Conference Center

Monterey, CA

March 16-18, 2010

 **ICSC**