

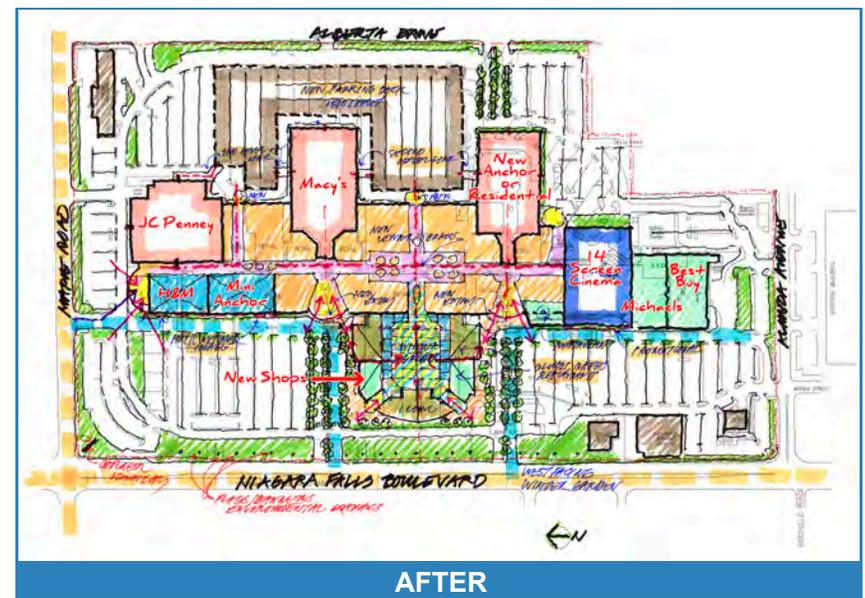
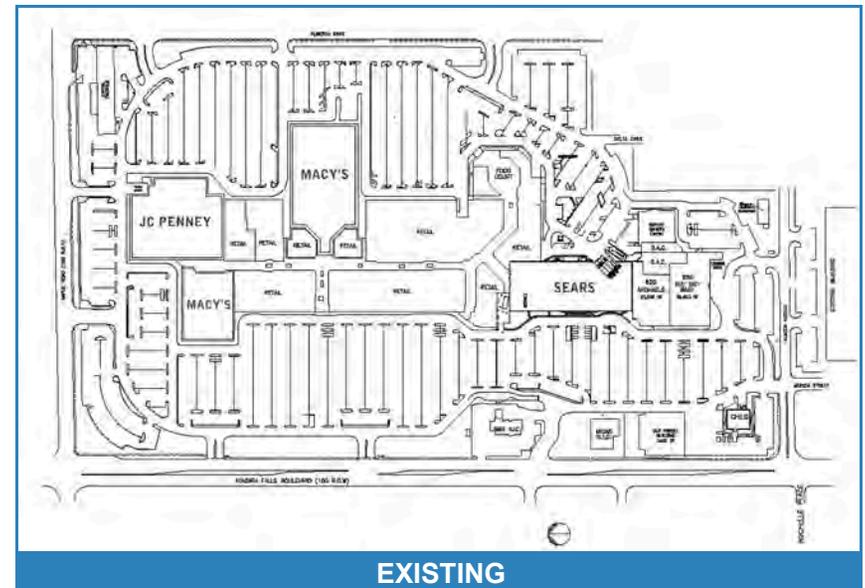
The Regional Mall - Repositioning Capability

Fancher Partners LLC has assembled a consortium of best-in-class mall development, cinema, restaurant, department store veterans and support services professionals combined with development capability in regional retail, entertainment, outlet retail and ethnic themed venues. **Mall Business LLC** seeks opportunities to consult or co-develop with regional mall owners who understand the need to reposition their properties now in order to protect property value.

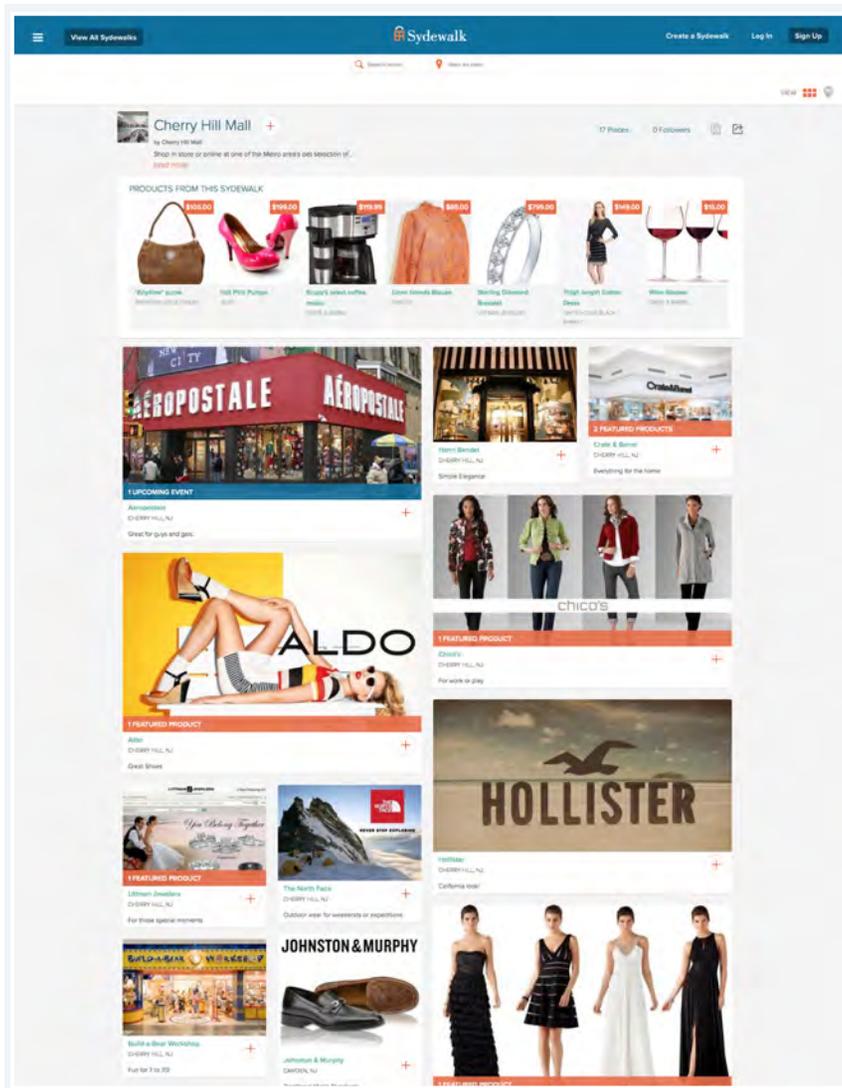
Rationale for Change. The next several years will be challenging times for the type B and C mall owner who does not have the leverage and capacity of a Westfield or Simon scale operator. It is becoming increasingly apparent that the shopping center industry has more “bricks & mortar” retail space than there is demand by quality retailers, and that average tenant space requirements are declining in size as the retailer chases efficiency. The traditional mall department store has experienced a major contraction in the number of viable operators resonating with the consumer, resulting in a much smaller menu of sustainable players to anchor malls today. A core group of national department store merchants combined with strong regional players that used to number as many as ten candidates for a regional mall now stands at less than five. JC Penny and/or Sears’ days are numbered and their sales productivity, which is key to inline space leasing, is declining. Big box retailers historically housed in the power center that can operate optimally in the regional mall are few in number, Target and Costco as examples, and those boxes are often already positioned in the mall’s sub-market. A mainstay, Barnes & Nobles, is not expanding to buttress the C mall, even if debt and equity would underwrite the lease. The cinema is already in most of the viable malls or positioned across the street or otherwise in the “film zone”.

Commodity and specialty goods transactions are incrementally shifting from originating in the physical store to being fulfilled through the internet website of a conventional retailer or ecommerce Amazon type purveyor wooing the internet “window shopper” with seemingly low pricing and next day home/office delivery. Ecommerce fulfillment meeting shopper expectation turns to habit and shopping patterns change. Online transactions accounted for 6.2% of aggregate retail sales in 2013 and consensus is that the consumer will increase its internet election to 10% by 2017 or sooner. The bricks & mortar retailer working hand-in-hand with the mall landlord need to change how shopper transactions are “fulfilled” in the mall in order to counter transference of sales from the mall to the ecommerce retailer.

As department stores may go dark, or landlords proactively take back unproductive anchors, and/or in-line vacancy increases and NOI is challenged, the proactive mall owner needs to devise “contract and curate” strategies in order to maintain or build value. Today’s four anchor, 1.2 million square foot mall may need to downsize to two anchors in 600,000 square feet of retail buttressed by new land uses.



The Regional Mall - Repositioning Capability



Mall Operations. MB LLC is developing mall centric operational services, through affiliates, that include the installation of electric vehicle charging stations through a national charging station developer and originating wine, micro-beer & art festivals on a national basis as directed by EventWerks, Inc. of Dana Point, CA. MB LLC is organizing a package delivery system to facilitate same day delivery/pickup/returns for tenants, utilizing the mall's website and on-site "concierge" services and, where appropriate, mall dead-space for immediate-access storage of goods to support the mall retailer's own on-line origination business and reduce the retailer's "back room" space requirements. The objective is to make the Mall become the "fulfillment center" for both in-store and online purchasing originated through the mall's retailer websites, and in a manner that works for the retailer. This "hub" distribution system can be applied to a single mall or to a regional consortium of A, B and C malls utilizing regional storage in a central C mall with one same-day delivery provider, to which end we are engaged with Deliv's CEO and founder, Daphne Carmeli, whose firm has established relationships with GGP, Macerich and Westfield.

We are developing a digital omnichannel platform that can be utilized by a mall's marketing staff to facilitate better utilization of the mall's website and other media/social media tools to provide interactive shopping channels between the shopper and the retailer. One objective is to make the mall's website a primary portal for the shopper to be introduced to the mall's retailers' websites and promotional offerings, as well as facilitating shopper election of in-store pickup or same day delivery of web purchases (as well as returns). MB has formed an alliance with an ecommerce platform that is shop-and retailer interfacing. Mall shoppers can browse, curate, share and purchase – retailers can plug in their offers (item and price/promotion) – and mall personnel can place selected store offers, seasonal groupings or targeted store groups into the platform to drive category shopping and shopper segment engagement. Today's typical mall website functions simply as a directory of malls stores and mall operating hours and is viewed by the shopper as perfunctory. The Sydewalk platform will transform the mall website – and by extension, mobile apps – into a channel for the mall customer to source real time deals and "window shop" mall retailers and their respective website goods offerings. A mall website augmented by Sydewalk closes the loop by providing the shopper with procurement elections – pick up or delivery - to complete a purchase.

These channels will drive sales productivity, enhance customer loyalty to the mall and retailer plus generate back-end analytics that will, in turn, allow mall stores to develop more targeted offerings to various demographic and mindset shopper segments. David Lobaugh of August Partners and Bruce Maguire of Sydewalk LLC lead this initiative.

The Mall Business LLC Team



Development

- Chuck Fancher (Homart / Ben Carter Properties / AMC-Centertainment Inc.)
- Chuck May (Homart/Sears/ CBL)
- Don Pollard (Simon Property Group/Paramount / Hahn Co.)

Merchandising & Leasing

- Paul Burrige (Tricom/GPP/ Richard E. Jacobs Group)
- Rick Hill of J. Richard Hill & Co. (Rouse)
- Stuart Zall, The Zall Company (Taubman)
- Gerardo Aguinis, The Zall Company

Retailer / Cinema / Restaurants

- Jim Hoffheins (JCP)
- Chuck Nadel (Sears/Ulta)
- Bill Wilson (Belks)
- Jay Shapiro, JMS Advisory (General Cinemas/AMC)
- Chuck Stilley (AMC Theatres / Look Cinemas)
- Tom Swift (Restaurants)
- Randall Hiatt, Fessel International (Restaurants)
- Jeff McNeal, Fessel International (Restaurants)

Market Research

- Barbara Bruce, Location Strategies (Sears / Homart)
- Greg Kerfoot, Location Strategies (Sears / Homart)
- Jeff Green, Retail Intelligence Advisors

Consumer Research

- David Lobaugh, August Partners

Entertainment Uses

- Brad Merriman, Management Resources & ProFun Management Group
- Roberta Perry, Edwards Technologies, Inc. & Fresh Juice Global
- Howard Samuels, Samuels & Company, Inc.

Outlet Themed

- Gary Skoien, Outlets Retail, Horizon Group /Prime Retail

Architecture & Site Planning

- Jim Heller, KA
- Tom Porter, TVS Architects

Landscape Architecture

- Julie Brinkerhoff-Jacobs, Lifescapes International

Traffic Engineering & Parking Structures

- Pat Gibson, Gibson Transportation

Construction

- Gus Vratsinas, Bailey Construction / VCC

Mall Operations

- Terry O'Day, NRG/eVgo – a subsidiary of NRG Energy (Charging Stations)
- Forrest Melton, Event Werks

Public Relations Marketing

- Judith Brower, Brower Miller & Cole

Omni Channel Platform

- David Lobaugh, August Partners
- Bruce Maguire, Sydewalk LLC

Siteworks International

- Nick Egelanian
- Nate Fishkin
- Roy Higgs

The Mall Business LLC Team - Continued

In the Entertainment/Leisure Time sector, Brad Merriman (Management Resources, Inc.) and Roberta Perry (Edwards Technologies, Inc./iWerks/Dick Clark) assist in determining opportunities to repurpose mall settings for entertainment destination uses. MB LLC works with Jose Legaspi of The Legaspi Company to undertake Hispanic market adaptations where appropriate and is seeking a similar association with an Asian oriented merchandising development entity.

Mall Business corroborates with Nick Egelanian and the SiteWorks International group which includes Nate Fishkin (Federal Realty – leasing/development), Roy Higgs (architecture), Randy Hiatt (Fessel International Restaurant & Hospitality) and Chuck Miller, London, England. MB LLC maintains strategic relationships with Eastdil Secured and Savills/ Studley in the areas of valuation and dispositions and with national asset management platforms like JLL and Urban Retail Properties for the provision of third party mall management services.

The consortium utilizes an “advisory bench” with whom the core MB group can consult for different approaches to repositioning issues. As it is shaping up, the bench includes Brian Jones (Forest City West CEO, retired), Keith Eyrich (Irvine Company, 19 years retiring as Chairman, Retail Properties), Yaromir Steiner (Steiner + Associates), and John Bucksbaum (Bucksbaum Retail Properties/GGP).

Chuck Fancher serves as Chief Executive Officer of Mall Business LLC.

Mall Business LLC

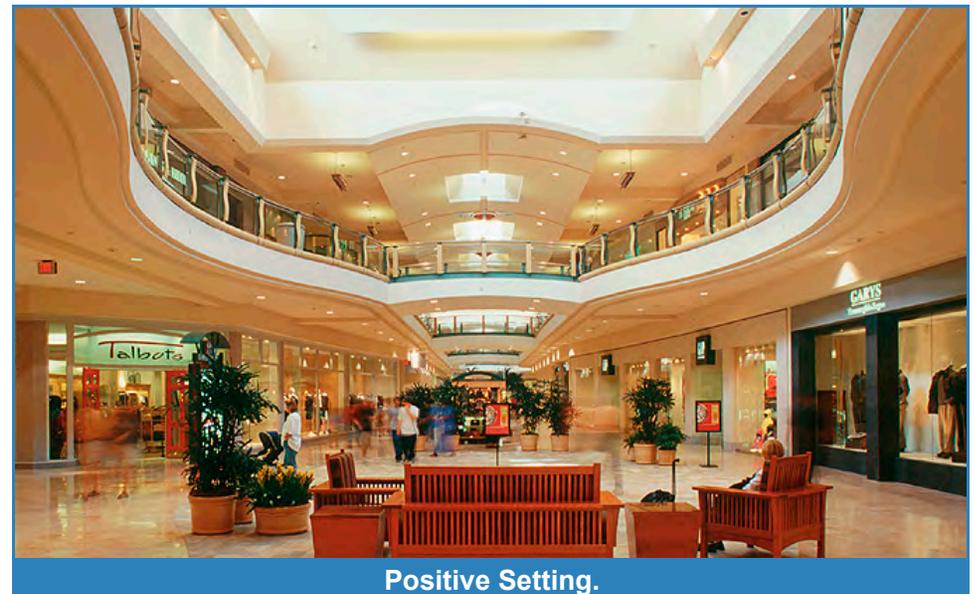
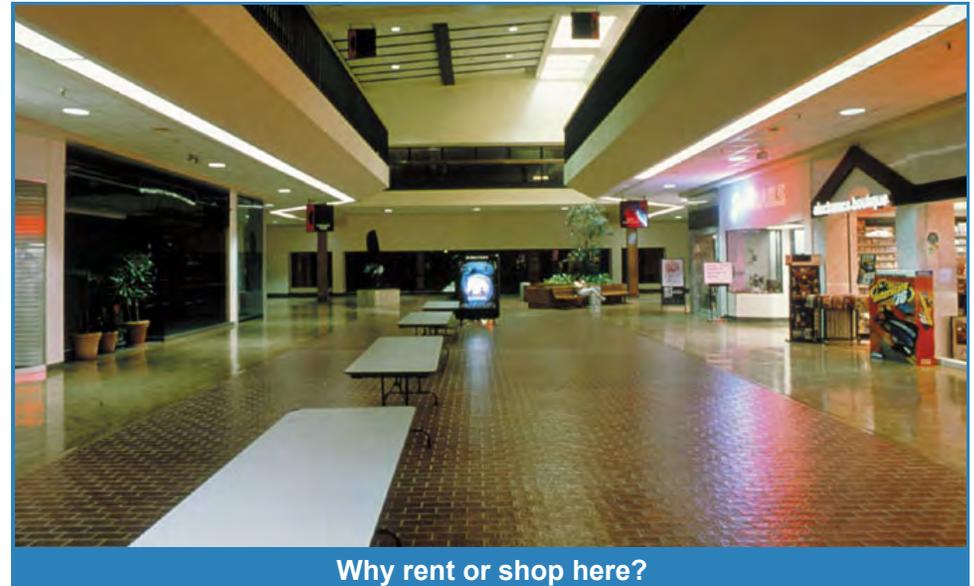
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*The Mall BusinessIt's **NOT** Business As Usual.*





DEVELOPMENT



Chuck Fancher

Fancher Partners, LLC
Newport Beach, CA

Chuck has developed more than 10 million square feet of retail properties including regional malls, power centers, lifestyle centers and mixed-use projects in his positions as (a) Fancher Partners LLC and F+F Development, (b) President of Centertainment, Inc., the real estate development subsidiary of AMC Theaters; (c) President of Ben Carter Properties of Atlanta (1.8 million square-foot Mall of Georgia in a joint venture with Simon Property Group); (d) Senior Vice President, Homart Development Co., the development subsidiary of Sears which was sold to General Growth in 1995; and (e) from 1983 to 1989 as a partner in FMP Development in Knoxville, TN.

Chuck serves as Chief Executive Officer for Mall Business LLC.



Chuck May

CH May Realty Advisors
Chicago, IL

Utilizing thirty-five years of experience in retail and mixed use real estate development as a senior officer with such respected companies as CBL and Associates Properties, Inc, Sears Roebuck and Co., Coldwell Banker Commercial and Homart Development Co., Chuck May has worked on the development of over 100 regional shopping centers as both a lawyer and senior development officer. Projects developed include among others, Steeplegate Mall, The Mall at Buckland Hills, Brass Mill Center, Moreno Valley Mall, and Pearland Town Center.

During his Sears tenure, Chuck developed over 100 stores including being the team leader on the acquisition of 9 Broadway stores and 12 Montgomery Ward stores, and the roll out of the Sears Grand concept.



Development - Continued



Don Pollard

Virginia Beach, VA

Don has worked in the retail real estate development industry since 1972. He most recently served as Senior Vice President of Development with Simon Property Group for 19 years. He worked on new developments, redevelopments, acquired properties and Simon's existing portfolio. His responsibilities encompassed the entire 200,000,000 square foot domestic Simon portfolio. Prior to Simon, Don worked with Paramount Group on Northwest Plaza in St. Louis. At the time the redevelopment and enclosure of that mall was the largest redevelopment of a regional mall that had been executed in the US. He served as a regional leasing VP for The Hahn Company, responsible for 16 regional mall properties comprising 16 million square feet of retail space in the states east of the Rocky Mountains



MERCHANDISING & LEASING



Paul Burridge

Tricom Real Estate Group
Dallas, TX

Paul brings 35 years of experience in the leasing, managing, developing, renovating and remerchandising of regional malls, lifestyle centers, big box retail and community strip center assets. He is a member of the TRICOM Real Estate Group that acquires distressed retail properties and is presently engaged in the renovation and re-merchandising of this asset.

Paul spent 9 years as a Regional VP & Director of Leasing with General Growth Properties with a focus on western states properties and, prior to GGP, was a Regional Director for leasing with the Richard E. Jacob Group for 12 years. Prior to his time with Dick Jacob's, Paul was VP Real Estate for the Paramount Group directing the retail division for 9 years. In all of these engagements, Paul was hands-on involved in the leasing and development or redevelopment of major market regional mall properties throughout the USA.



Rick Hill

J. Richard Hill & Co
Bardstown, KY

Rick has been an influential leader in the mall and shopping center industry for 30+ years. He is known as an innovator in the conceptualization, planning, and implementation of retail leasing strategies. He has been deeply involved with numerous transformative real estate developments and masterminded many of the nation's pioneering retail developments including lifestyle, entertainment, resort, town centers and mixed-use centers.

Rick began his career with national mall developer, The Rouse Company of Columbia, Maryland, where he spent eight years directing the marketing, research, leasing, management and redevelopment of enclosed malls. He founded Hill Partners, Inc., Charlotte, NC, in 1983, a national property management company with a concentration on specialty centers in large metropolitan markets and later sold the property management division. He has produced strategic plans for 146 properties covering virtually every major market in the U.S.; planned, developed, redeveloped, leased and operated more than 30,000,000 square feet of shopping center space.



Merchandising & Leasing - Continued



Stuart Zall

The Zall Company, LLC
Denver, CO

Stuart founded The Zall Company in 2000. He has more than 25 years of Retail leasing expertise and serves as vice president of leasing at Pacific Realty Services, expanding both companies' presence domestically and in China. Mr. Zall is a founding member of Retail Intelligence Advisors, a real estate advisory firm that provides hands-on retail and shopping center analysis and due diligence.

The Zall Company has established itself as a premier retail brokerage firm serving retailers, landlords and developers from offices in Denver, Dallas and Boca Raton. Client projects cover everything from high-street retail to outlet malls to upscale shopping centers. Clients include The Taubman Company, Vornado, Forest City Enterprises, Beverly Center, LA, Cherry Creek Mall, H&M, Under Armour, DKNY, Charlotte Russe, Vans, Perry Ellis, Bebe, Chico's, BCBG, Guess Jeans, Forever 21, Sur La Table, West Elm, Coach, Lululemon Athletica, Jonathan Adler, among others.

Mr. Zall is engaged in leasing efforts with a "Western format" outlet mall in Xi'an, China. Prior to founding The Zall Company, he served as vice president and director of Lord Associates.



Gerardo Aguinis

The Zall Company, LLC
Denver, CO

Gerardo Aguinis serves as principal—East Region at The Zall Company. He has 20 years' experience working with startups and multinational corporations in the United States and Latin America.

Mr. Aguinis assists retailers with store development goals, and shopping center owners with maximizing project exposure and profitability. His clients range from developers and investment firms, to top retailers such as Williams Sonoma, Modern Mexican Restaurants and Destination Maternity. Prior to The Zall Company, Mr. Aguinis held management positions at Sanyo Electric Co., American Express, Gartner Consulting, and Telecom

Argentina Stet-France Telecom.

Born in Argentina, he is fluent in Spanish, English and Portuguese, enabling him to provide in-depth services to Latin American retailers entering the U.S. market. He holds BS and MS degrees in industrial engineering from the University of Buenos Aires and an MBA from the University of Colorado.



RETAILER – Department Store



Jim Hoffheins

JC Penney
Allen, TX

Jim was with JCPenney for 34 years, first as Director of Site Planning for the Southeastern Region and then as a Real Estate Director. During his career he was the real estate manager for about half the JCPenney stores in the USA.

A Professional Engineer, Jim worked with developers in laying out new shopping centers, reconfiguring existing centers, and doing traffic analysis.

As Real Estate Director he handled the negotiations and asset management for the new and existing JCPenney stores as well as the existing store expansions chain wide.



Chuck Nadel

Sears, Ulta
Charlotte, NC

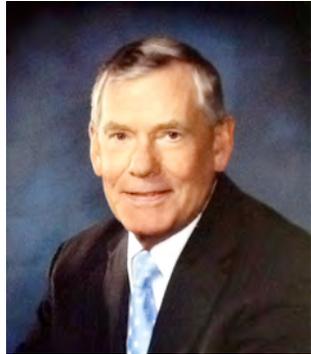
Former Real Estate Director with Sears, Roebuck & Co. and subsequently Director of Real Estate for Ulta Salon, Cosmetics and Fragrance, Inc. (Ulta Beauty).

Possesses an extensive background in retail management and retail real estate gained over a 30 plus year career.

Responsible for developing and implementing real estate strategies for Sears and Ulta Beauty resulting in the opening of more than 150 retail facilities in the Southeast and Puerto Rico. These include full-line department stores, support facilities and specialty retail (furniture stores, hardware stores, automotive centers, home décor stores and women's cosmetic stores) positioned in enclosed regional malls, open air shopping centers or free standing. Stores ranged in size from 3,000 sq. ft. to 170,000 sq. ft.



Retailer - Continued



Bill Wilson

Belk's Department Stores
Charlotte, NC

Bill retired in 2009 as EVP of real estate and store planning for Belk, Inc., capping a 32 year tenure with the company beginning as a real estate manager in 1977. Bill also served in real estate for Eckerd's and Roses Stores prior to joining Belk's.

Currently Bill serves on the Board of Trustees for ICSC, has served as Dean of School of Retailing through ICSC University, and serves as a committee chair on the Charlotte Chamber of Commerce and sits on the Board of Advisors for the UNC Charlotte Center for Real Estate.



CINEMA & RESTUARANTS



Chuck Stilley

Stilley Partners, LLC
Kansas City, MO

President, Development of LOOK Cinemas and CEO and President of Stilley Partners, LLC, is a thirty-three year veteran of the movie theater industry and is a recognized leader in the development of destination retail and entertainment centers including movie theaters and restaurants. Mr. Stilley spent 28 years with AMC Entertainment, serving as President of AMC Realty for the last 16 years. He has been involved in the development of several hundred movie theater anchored properties and, under his leadership, AMC built fifty of the top one hundred grossing movie theaters in the U.S.

Since 2009, Mr. Stilley has managed his consulting firm, Stilley Partners, an entertainment industry consulting company. He became part of LOOK Cinemas, with movie theater industry veteran Tom Stephenson (former CEO and founder of Rave Cinemas) in 2011 as head of real estate.

He has been very active in industry organizations including two terms as a Trustee of the International Council of Shopping Centers and participates in the National Association of Theater Owners.



Jay Shapiro

JMS Advisory
Cambridge, MA

Prior to forming JMS Advisory in 1996, Jay was Senior Vice President of Development for General Cinema Theaters (1980-1995), prior to which he was National Director for Real Estate at American Multi-Cinema. From 1973-1975, he served as Assistant Attorney General for the state of Missouri.

JMS provides cinema based strategic planning services, market due diligence, site selection evaluation, real estate deal making, lease negotiations, project management, and disposition and valuation services. His clients have included: AMC Entertainment, General Cinema International, Hoyts Cinemas, Century/CineArts Theatres, Drexel Theatre Group, Harkins Theatres, Wallace/Hollywood Theater Corporation, Rave Motion Picture Theaters, Regal Entertainment Group, Ameristar Casinos, Boyd Gaming among others including regional and national developers, municipal agencies and universities.



Cinema & Restaurants – Continued



Jeff McNeal & Randall Hiatt

Fessel International
Costa Mesa, CA

Fessel International specializes in Restaurant Master Plans for major development projects in which both restaurant restaurant expertise across a range of functional areas to developers and landlords for whom a well-planned restaurant mix represents an important component of a larger project. The company has prepared such plans for regional malls, mixed use developments, casinos, theme parks, airports and tourist attractions domestically and internationally.

The master planning begins with a thorough market analysis and calculation of overall capacity requirements and progresses through the allocation of that capacity across various food types, service modes and price ranges. The analysis addresses the functions and character of the commercial setting as well as the needs of the consumer base to be served. The Master Plan will strike an appropriate balance between reflecting the ethnic and culinary character of the sub-market and providing unique interest values that will stimulate patronage by the appropriate market segments – resident, daytime business or tourist.



Jeff McNeal, President, has 25 years in the hospitality industry encompassing many aspects of the food service business including restaurant ownership, daily operations management, menu and food costing, financial controls, human resource management and staff training. He has managed a major southern California food & beverage brand, managed the foodservice operations for ARAMARK at Angel Stadium, founded, owned and operated a chain of fast casual restaurants, and was responsible for the management and training for numerous small restaurants, hotel

chains and franchise restaurant operators.

Randall Hiatt, founder of Fessel International in 1988, has been involved in all aspects of the foodservice industry for over thirty-five years. After beginning his career with a Marriott affiliate, Randall was with the Walt Disney Company for twelve years, where he specialized in Restaurant Operations, Financial Analysis, and Project Development. Among his duties there were the complete restaurant development for EPCOT Center and the restaurant logistics for Tokyo Disneyland.



Cinema & Restaurants – Continued



Tom Swift

Tom has been involved in the shopping center and restaurant industry for over 30 years. In various management and real estate functions, Tom has been instrumental in the strategic national growth of restaurant groups from La Madeleine French Bakery and Café, Outback Steakhouse, Fleming's Prime Steakhouse & Wine Bar, Roy's Hawaiian Fusion and Ruby Tuesday. He has directed the development of more than 150 restaurants in quality shopping centers and regional malls throughout the nation.

Swift Eclipse

Orange County, CA



MARKET ANALYSIS



Jeff Green

Retail Intelligence Advisors
Plus Stuart Zall
Phoenix, AZ

President and CEO of Jeff Green Partners and co-principal in Retail Intelligence Advisors, an assignment-focused retail consulting firm that provides retail clients, municipalities, and leading retail real estate developers with in-depth analysis and comprehensive strategic support. The firm consults with clients nationally and internationally in all phases of retail center development, project feasibility, site selection, redevelopment, planning and long-term viability. Clients like Francesca's, LL Bean, Rouse, PREIT and RED Development all look to Jeff Green Partners for a better understanding of how diverse factors such as changing design priorities, shifting usage patterns, and evolving consumer social and lifestyle trends will impact the industry.



Barbara Bruce

Location Strategies, LLC
Naperville, IL

Highly respected as a real estate research professional, Barbara is Location Strategies' premier retail expert. Her extensive market knowledge and industry contact base give her valuable insights into U.S. retailing. She is known for her ability to communicate difficult research concepts to senior management in a useful and meaningful manner.

Barbara was the director of full line store research at Sears, Roebuck and Co. She played a pivotal role in supporting the development of new freestanding concepts and was the key in-house researcher for Sears acquisitions. She played an important role on the Sears-Kmart real estate integration team. Barbara has also served as a lead analyst at Real Estate Research Corporation, an analyst at THK Associates, Inc. and in the planning department of Colorado Springs.

Barbara is an active member of ICSC and has often served as a speaker, panelist and round table leader at its annual research conference. Her BS degree is from Western Michigan University, Magna Cum Laude. She majored in geography and environmental studies.



Market Analysis - Continued



Greg Kerfoot

Location Strategies, LLC
Naperville, IL

A recognized industry leader, Greg has a demonstrated track record in retail and shopping center strategy and location planning. He has a history of successful innovation in strategic initiatives including new store and shopping center openings, competitive response, target marketing, acquisition analysis, productivity and asset optimization.

Greg served as the real estate research department head for Sears, Roebuck and Co., Homart Development Co. and May Department Stores Company. He was a member of the Area Research team at Federated Department Stores. His experience goes beyond location research as he was also vice president of asset management while at Sears. As a partner in MainStreet at Nampa, LLC, Greg pre-developed (land assemblage, entitlement and tenant identification) DDR's new center in Nampa, ID anchored by JC Penney and Macy's.

A recipient of the ICSC Distinguished Service Award, Greg is past chairman of the ICSC Research Advisory Task Force, and he chaired the inaugural ICSC Research Conference. Greg has a MA from Miami University, Ohio and a BA from California State University, Chico. Both degrees are in geography.



ENTERTAINMENT COMPONENT



Brad Merriman

Management Resources & ProFun Management Group
Tustin, CA

Management Resources is a consulting firm founded in 1980 specializing in leisure-time attractions and events, including museums, aquariums, theme parks, destination resorts, corporate brand centers, world expositions and Olympiads. Founded in 1980, MR provides business, operational, marketing and ticket sales planning and advisory services to a diverse group of clients throughout the world. ProFun started in 1990 to operate attractions with Volkswagen's \$500 million Autostadt brand land in Wolfsburg, Germany and grown to include uShak Marine World in Durban, SA, Ferrari World in Abu Dhabi, UAE.

Clients include Anheuser Busch's Sea World, Lego Land, Disneyland, World of Coke, studios including Warner Bros., Universal, MGM, Viacom/ Paramount, Ford, Kennedy Space Center, Time Warner, American Museum of Natural History, California Academy of Sciences, National Children's Museum, National Aquarium and Aquarium of the Pacific.



Roberta Perry

Edwards Technologies, Inc. & Fresh Juice Global
El Segundo, CA

Roberta has been engaged in the development and growth of the themed entertainment and leisure entertainment industries for more than 20 years. Roberta has enjoyed working with a variety of Global Brands including ETI, FJG, 20th Century Fox, iWerks Entertainment, Cirque Du Soleil, Paramount Creative Services, LA Center Studios, The WOW Factor (Times Square, New Year's Eve in Times Square, Coca-Cola, and Pontiac,) The United States Navy, Dick Clark American Bandstand Restaurants, and Driscoll Berries.

Ms. Perry is a founding member of the Themed Entertainment Association and served as the association's president for two years. She is the past chairman of the International Nightclub and Bar Association, past board of director's member for the National Restaurant Association Marketing Executives Group, past member of the NFL Sunday Ticket Advisory Board.



Entertainment Component – Continued



Howard Samuels

Samuels & Company, Inc.
Sherman Oaks, CA

Howard Samuels, and Samuels & Company, Inc., has over fifty years of experience in all aspects of the real estate industry in corporate and entrepreneurial positions with an emphasis in retail, entertainment, and mixed-use projects. Currently, Samuels & Co. exclusively represents Merlin Entertainments, PLC (international location based family entertainment operator) in their North America real estate expansion, and serves as Advisor to iFLY/Sky Venture, an indoor skydiving concept. Samuels & Co. was the exclusive Advisor/Broker to Universal Studios Hollywood – CityWalk in its re-leasing efforts as well as Advisor/Broker to AEG for its \$2.5 billion LA LIVE mixed-use project in downtown LA. Howard was a senior executive with LCOR/Lehman Brothers, The Mills Corporation, The Price Company/Price REIT, and Kornwasser & Friedman Shopping Center Properties. Howard earned his Bachelors from UCLA and Masters from USC as well as studying and working in Hong Kong.



OUTLET THEMED



Gary Skoien

Horizon Group Properties
Rosemont, IL

Gary Skoien is Chairman of the Board, President, and Chief Executive Officer of Horizon Group Properties, Inc. From 1993 to 2005 he served as Executive Vice President and Chief Operating Officer of The Prime Group. Prior to his role as COO of PGI, Gary served as Senior Vice President and Chief Operating Officer of the Retail Division of PGI (Currently Prime Retail, Inc.) from 1992 to 1993. In this role, he oversaw strategic planning, development and management of the rapidly growing division. From 1983 to 1991, Gary was the Executive Director of The Illinois Capital Development Board, and from 1980 to 1983, he was an Assistant to the Illinois Governor. Gary is the former chairman of the Board of Trustees of Northern Illinois University, former Vice Chairman of the Executive Committee of the Civic Federation, former member of the board of Prime Retail, Inc. (NYSE: PRT), and served on the Board of Directors of the Chicagoland Chamber of Commerce.



ARCHITECTURE - SITE PLANNING - LANDSCAPE ARCHITECTURE



Julie Brinkerhoff-Jacobs

Lifescapes International, Inc.
Newport Beach , CA

An Executive Senior Principal with Lifescapes International, Inc. and team member for over 30 years, Julie is President and CFO for the renowned landscape architectural firm. Lifescapes International was established in 1958 with headquarters in Newport Beach, California. Julie is an active member in the Urban Land Institute (co-founder of the Entertainment Development Council), International Council of Shopping Centers, and the American Gaming Association. Within the retail/mixed use arena, clients include Caruso Affiliated, Center Cal Properties, Corky McMillin Companies, DJM Development Partners Inc., Federal Realty, Lyon Communities, Sudberry Properties, Terramar Centers, Tishman Speyer, Vestar, among others.

Jim Heller

KA
Cleveland, OH

[Add bio](#)



Architecture - Site Planning - Landscape Architecture - Continued



Tom Porter

J Thomas Porter Consulting
Atlanta, GA

Tom spent his entire practice, 42 years, at one firm, Thompson, Ventulett, Stainback and Associates, Inc., more commonly known as TVS. He has focused primarily on retail and mixed use projects, helping build the firm from a regionally oriented firm of 25 people to an international practice of 300 people with offices in Atlanta, Chicago, Dubai and China. His leadership in the areas of design and planning is exemplified by his various roles at TVS, from concept phases to construction documents and construction administration.

Tom designed or managed the design of over 150 million square feet of multiple project types, including TVS' first projects in the Middle East, South America, China, Australia and Korea. A list of project experience includes:

- Phipps Plaza Redevelopment and expansion, Atlanta, GA
- King of Prussia, The Plaza and Court, renovation and expansion, King of Prussia, PA
- Nanuet Mall Renovation, Nanuet, NY
- Mall of Georgia, the first Hybrid, Regional Mall in the US
- Florida Mall, renovation and expansion
- Dadeland Mall, Miami, FL
- Branson Landing mixed use development, Branson, MO
- 12 Macys Department Stores in 6 different states
- 15 Department Stores throughout the US for May Company and Ivey's Dept Stores
- Haywood Mall, the original regional mall and two major renovations and expansions
- Multiple retail projects in South America, China, the Middle East and China
- Cumberland Mall, Ground up Regional Center, and later expansions and renovations



TRAFFIC ENGINEERING / PARKING STRUCTURES



Pat Gibson

Gibson Transportation
Los Angeles, CA

Pat Gibson has over 45 years of experience in preparing traffic and parking analyses for both public and private sector projects. He has directed the transportation sections for Environmental Impact Reports and Environmental Impact Statements for numerous large development projects, including NFL, MLB and NHL stadiums, Disneyland, Universal Studios, convention centers, film studios, universities, and over 250 retail properties including major lifestyle open-air centers and enclosed regional malls.

Pat has directed over 50 downtown parking studies and has conducted hundreds of parking needs, feasibility, and functional design studies, as well as shared parking and parking financial analyses, for developments throughout Southern California and the United States. He has prepared traffic and parking studies for stadia and event centers, new and expanded regional shopping centers, and retail/entertainment centers throughout the United States.

Pat co-authored both editions of Shared Parking for the Urban Land Institute as well as Parking Requirements for Shopping Centers, 2nd Edition for the Urban Land Institute and International Council of Shopping Centers. He teaches the transportation planning and traffic engineering courses at the University of California, Los Angeles and at East Los Angeles College.



CONSTRUCTION



Gus Vratsinas

Bailey Construction
Little Rock, AR

Gus Vratsinas is Chairman of Bailey Construction and Consulting, LLC of Little Rock, Arkansas, which started in April 2011. He has 42 years of management and professional engineering responsibilities in projects ranging from industrial, retail, commercial, health care, residential, high-rise and institutional. He is also affiliated with Vratsinas Enterprises, LLC.

Gus holds a Masters of Science in Civil Engineering from the University of Arkansas. Gus is married to former Irene Marinos of Mason City, Iowa. They have two children and five grandchildren. He has been active in many civic and philanthropic endeavors. He is active in his church and currently serves on the Board of Trustees of Hellenic College/Holy Cross. In 2004, he received the Ellis Island Medal of Honor and in 2011 was named Arkansan of the Year.



MALL OPERATIONS



Terry O'Day
EV Charging Stations

NRG EV Services
Santa Monica, CA

Terry is responsible for leading NRG EV in California, (aka NRG eVgo) a subsidiary of NRG Energy, the nation's largest competitive power producer based in Houston, TX. The company is investing over \$100 million to build electric vehicle charging stations throughout California plus USA major markets and is offering EV drivers solutions for public, home and workplace charging. NRG EV presently owns and operates 125 charging sites nationwide, some through dealerships. NRG leases the charge station site, carries the upfront installation costs and the EV customer pays for power with a credit card.

Terry began his career in EV charging infrastructure with Edison International and co-founded EV Rental Cars serving 15 airports in six USA states with over 700 EV cars. He has served as Executive Director of Environment Now Foundation and holds an MBA from UCLA and his BA from Stanford University and currently presides as the Mayor of Santa Monica, CA.



Forrest Melton

EventWerks
Dana Point, CA

EventWerks is an event management and festival production company that hosts a variety of special events nationwide. Our team of professionals have been operating events for more than 20 years in nearly every major city in America and formed EventWerks in 2009. Our focus is in developing traffic and tourism through events for cities, resort destination hotels, regional malls & casinos. We also develop events for magazine publishers, associations and corporations as well as operate a number of food, wine, beer, art, chili cook-offs, BBQ and cultural festivals of our own origination.



OMNI-CHANNEL PLATFORM



David Lobaugh

August Partners
Atlanta, GA

David has led his company in pioneering the use of shopper segmentation analysis, Fashion Stance™ / Fashion Forwards™ shopper mindset metrics, Jeanetics™ price point indicators and other innovative market and consumer research methodologies. The firm works with a broad range of retail center clients nationwide to assist in their development, redevelopment, leasing and marketing, plus emerging omnichannel strategies and programs.

August Partners' clients include such companies as Macerich, AWE Talisman, Westfield, JLL, Tanger, Craig Realty, Horizon Group, VFO, CBL Properties, SRS Real Estate, Cypress Equities, ARCP/Cole, Miracle Mile Shops (Las Vegas), PREIT, Steiner + Associates and others. Engagements have included outlet centers, regional malls, lifestyle centers and urban-based mixed-use projects.

Lobaugh is a speaker, writer and panelist – including moderating the 2014 ICSC RECON Omnichannel Retailing session and the 2013 VRN national conference session “By the Numbers.” The latter and a subsequent “Outlet Shopping in America” ICSC webinar were based on a national top-50 market online consumer survey conducted by August Partners in conjunction with ICSC and Value Retail News.



Bruce Maguire

Sydewalk LLC
East Lansing, MI

Bruce is the founder of Sydewalk, an ecommerce platform that allows users to group, shop and share favorite stores and “push” promoted items. The site integrates the shopper and retailer’s online and in-store shopping experience. Sydewalk currently has 6,000 merchants and merchant’s customers interfacing through the site. A mall’s website, incorporating Sydewalk, becomes a portal for the mall’s customer to interface with the mall’s retailer.

Bruce is involved in the retail shopping center business as well, a long standing ICSC member, and, with his brother, they manage their family’s real estate portfolio in Michigan through their company Wolverine Development.



MARKETING & PUBLIC RELATIONS



Judith Brower

Brower Miller & Cole
Newport Beach, CA

During 30 years in marketing communications, Judith Brower has focused on the commercial real estate and retail development industries. She has conducted hundreds of successful marketing campaigns for developers, mortgage bankers, retailers, commercial real estate brokers, governmental entities, engineering firms, construction firms, architects and retail destinations.

Over the last 20 years, Brower, Miller & Cole has become a national player in the marketing, public relations and advertising industry providing its clients with result-focused programs directed to appropriate target audiences. Judy has presented at multiple seminars for business and educational institutions and has authored dozens of articles on the industry.

In the retail sector, Brower, Miller & Cole has served clients including Forest City Enterprises, General Growth, The Irvine Company, Poag & McEwan, Cousins Properties, Donahue Schriber and Lewis Retail Companies.



SITWORKS INTERNATIONAL

SiteWorks International (SWI) is a partnership of best-in-class retail and mixed-use development consultants with collective expertise and experience encompassing all key areas of the development process for extraordinary retail venues, including market studies, feasibility and competitive analyses, project conception and design, merchandising, marketing, and leasing.



Nick Egelanian

SiteWorks International
Annapolis, MD

Considered a leading expert on retail and the shopping center industry, Nick Egelanian pioneered the segmentation of retail into Commodity and Specialty sub-categories as the author of the Retail chapter of the Urban Land Institute's Professional Real Estate Development: The ULI Guide to the Business, 3rd Edition in 2012. In addition, Nick speaks extensively on retail in the "post-department store era."



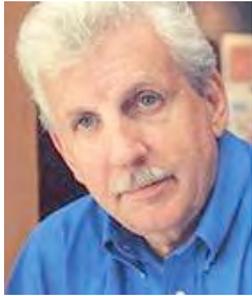
Nate Fishkin

SiteWorks International
Washington, D.C.

Nate Fishkin is founder and principal of Avenue A Realty Advisors LLC, an independent real estate investment and consulting firm, and of F+F Development LLC, a commercial real estate owner and developer. From February 1985 through March 2004, Nate was a principal of Federal Realty Investment Trust (FRT), where he led teams responsible for the acquisition, development, redevelopment, and merchandising of shopping centers, urban retail, and mixed-use properties throughout the United States.



SiteWorks International - Continued



Roy Higgs

SiteWorks International
Annapolis, MD

Born and educated in London, England, Roy Higgs has been instrumental in the formulation, design, and execution of master planning, retail mixed-use, commercial, institutional, leisure/resort/hotel, residential, and entertainment projects of every scale and scope, including award winning projects ranging from CocoWalk and Easton Town Center in the United States to Istinye Park in Istanbul, Turkey.



Charles Miller

SiteWorks International
London, England

A 30-year retail property industry veteran, Charles Miller is the Executive Director of SiteWorks Retail Real Estate Services in London. After beginning his career at Herring Son & Daw, Charles advanced to become Director of Retail Services at King Sturge, where he led a team of professionals throughout Europe and established the first arm of ChainLinks outside of North America.