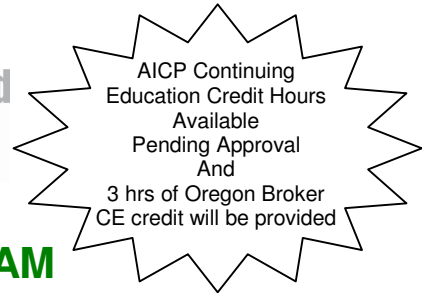


INTERNATIONAL COUNCIL OF SHOPPING CENTERS
IN PARTNERSHIP WITH



PRESENT THE
ANNUAL OREGON ALLIANCE PROGRAM

THURSDAY, JULY 21, 2011

The Governor Hotel, 614 SW 11th Avenue, Portland, OR, Phone: + 503-224-3400

The Alliance Program is a special ICSC initiative which provides forums for the public and private sectors to network, share ideas and explore retail development opportunities in local communities. Positive relationship building is paramount for successful development. ICSC Alliance Programs are both time and cost effective opportunities for public officials, developers, retailers and other industry leaders to grow their relationships and learn from one another.

TRANSPORTATION TRENDS SHAPING RETAIL DEVELOPMENT

7:30 – 8:00 am Registration

8:00 – 9:00 am Plated Breakfast with Ian Lockwood

Mr. Lockwood is a nationally recognized expert in the growing field of traffic calming. In 1997, Mr. Lockwood won the Past Presidents' Award of the Institute of Transportation Engineers for his Traffic Calming Plan for Route 50 in Virginia. Mr. Lockwood will provide examples of how transportation improvements can help retail flourish while enhancing the livability and economic vitality of communities.

9:00 – 9:15 am Networking Break

9:15 – 10:15 am They Put Up a Parking Lot (or Garage)

Discussion will include how to address parking challenges, including lender parking requirements for project financing, suburban parking constraints, and parking management.

Moderator:

Jill Long, Esq. – Lane Powell PC

Panelists:

Matt Grady – Gramor, Inc.

John Petersen – President, Melvin Mark Capital Group

Rick Williams – Principal, Rick Williams Consulting

10:15 – 10:30 am Networking Break

10:30 – 11:30 am New Methods for Gathering Data

Discussion will include using cell phone GPS to evaluate commute patterns and evaluating systems based on reliability versus mobility standards.

Moderator:

John Southgate – Economic Development Manager, City of Hillsboro

Panelists:

Gail Achterman – Chair, Oregon Transportation Commission

Wayne Kittelson P.E. – Senior Principal, Kittelson and Associates

Shaun Quayle, P.E. - Senior Engineer, Kittelson and Associates

11:30 am Meeting Adjourns

THANK YOU TO OUR SPONSORS



Register now at www.icsc.org

	*Advance	On-Site
Mem/Public Official:	\$40	\$55
Non-Member:	\$55	\$70

FAX: +1 732 694 1800
(Credit card registration only)

ONLINE: www.icsc.org
(Credit card registration only)

*No refunds for cancellations

MAIL: International Council of Shopping Centers, PO Box 26958
New York, NY 10087-6958

Sachia Ogeer
sogeer@icsc.org or 646-728-3636

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Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

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

METHOD OF PAYMENT

Check or money order made payable to ICSC for \$ _____ MasterCard VISA Amex Discover

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

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

For registration instructions, see reverse. Duplicate form for additional registrations.



Alliance PROGRAM

Retail Development through Public/Private Partnerships

Registration Information

How to Register

Complete the registration form on the reverse side and use one of the following to send in your form.

FAX: +1 732 694 1800
(Credit card registrations only)

ONLINE: www.icsc.org
(Credit card registrations only)

MAIL: International Council of
Shopping Centers
P.O. Box 26958
New York, NY 10087-6958

On-Site Registration

Checks and credit cards (MasterCard, VISA, American Express, Discover) are the only form of payment accepted when you register on-site. No cash accepted on-site. Make checks or money orders payable to ICSC.

Registration Deadline

Payment made by check should be received two weeks prior to the event. *No refunds or cancellations will be given at any time.*

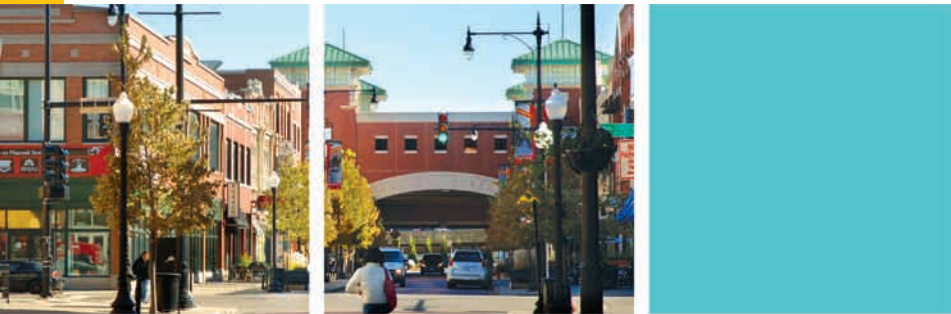
Information

If you have any questions regarding meeting registration, please call the **ICSC Information Center at +1 646 728 3800**. For information about the program, call the ICSC Meeting Contact listed on the reverse side.

For directions to the site, please contact the venue at the phone number provided on the reverse side.

Any disabled individual desiring an auxiliary aid for this meeting should notify the ICSC Meeting Contact listed on the reverse side at least two weeks prior to the meeting.

Members and non-members are welcome to attend.



About the Alliance Program

What is the Alliance?

The Alliance Program has become a leading forum for the public and private sector to network, share ideas and discuss development issues and mutually desired retail projects.

Who Should Attend?

Retail real estate professionals (shopping center owners, developers, retailers, brokers, investors, lenders and other industry professionals) and public officials (representing local, state and federal government as well as professionals for non-profit main street, downtown, community or economic development corporations, agencies or associations).

How Will You Benefit?

In so many ways positive relationship building is the most important key to successful development. ICSC Alliance meetings are both time and cost effective opportunities for public officials and developers, retailers and other industry leaders to grow their relationships and learn from one another.

What Can ICSC and the Alliance Do for You?

The Alliance's "face to face" networking sessions and educational forums are often the best opportunity for public officials and retail real estate professionals to meet and discuss in a candid and informal basis the administrative and regulatory processes that impact development. Alliance events are often the perfect venue to pursue public/private partnerships and development opportunities that can positively impact local communities and cities through retail development.

What is ICSC?

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the retail real estate industry. ICSC provides a myriad of programs and services to its public and private sector members including help developing their businesses or communities through education, research, information, deal making and action on legislation and regulation.



**INTERNATIONAL COUNCIL
OF SHOPPING CENTERS**