



Alliance PROGRAM

Retail Development through Public/Private Partnerships

INTERNATIONAL COUNCIL OF SHOPPING CENTERS
IN PARTNERSHIP WITH



EAST MICHIGAN ALLIANCE PROGRAM

The Townsend Hotel ♦ 100 Townsend Street ♦ Birmingham, MI
Thursday, April 17, 2008 ♦ 8:00 am – 1:00 pm ♦ Phone: +1 248 642 7900

PROGRAM AGENDA

8:00 am – 1:00 pm	Registration
8:00 am – 8:30 am	Continental Breakfast Served
8:30 – 9: 45 am	Panel Discussion ~ Local Leadership in Sustainable Development
	Moderator: Warren Terrace, First Commercial Southfield, MI
	Panelists: Neal Billetdeaux, JJR, Ann Arbor, MI
	Paul Goldsmith, Detroit Regional Chapter, Detroit, MI
	Frank Remsberg, Meijer, Inc., Grand Rapids, MI
	Jerry Santoro, Macomb County, Mt. Clemens, MI
9:45 – 10:00 am	Break
10:00 – 10:30 am	Keynote Presenter ~ The Value of Sustainable Development
	Speaker: Roger Gaudette, Ford Motor Land Development, Dearborn, MI
10:30 am – 12:00 noon	Roundtable Discussions: (you will have the opportunity to participate in two discussions for 45 minutes each)

• How Cities Can Promote Sustainable Development	- Shawn Keelan, City of Auburn Hills, Auburn Hills, MI
• TIF Funding Tricks of the Trade	- Tim Wittebort, Howard and Howard Attorneys, P.C., Bloomfield Hills, MI
• Cooperative Advertising for Downtown Merchants	- Kristi Trevarrow, Rochester DDA, Rochester, MI
• Commercial Development 101	- Facilitator to be announced
• Arts and Culture as a Catalyst for a Vibrant Downtown	- John Dziurman, John Dziurman Architects, Rochester, MI
• Liquor Licenses in Michigan	- Kelly Allen, Adkinson, Need, and Allen, PLLC, Bloomfield Hills, MI
• Preparing for ICSC Idea Exchange	- Doug Brown, ASTI Environmental, Brighton, MI
• Demographics vs. Psychographics	- Joan Primo, The Strategic Edge, Inc. Southfield, MI
• Detroit Regional Chamber Economic Partnership - Marketing the 10 counties of SE Michigan	- Mark Denson, Detroit Regional Chamber, Detroit, MI
• Towns and Technology Marketing Your City – cost effective ways to market your town and businesses on the web	- Jerry Dettloff, Downtown Management Strategies, Rochester Hills, MI - Jason Ryan, Virtual Eyes LLC, Troy, MI
• Hot New Restaurant Concepts	- Keith Rogers, Restaurant, Development Advisors, Farmington Hills, MI - Bradley Rosenberg, Landmark Commercial Real Estate, Farmington Hills, MI

12:00 noon – 1:00 pm Networking Luncheon



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Register now at www.icsc.org

Member/Non-Member Advance: \$50

Member/Non-Member On-Site: \$65

FAX: +1 732 694 1800

(Credit card registration only)

ONLINE: www.icsc.org

(Credit card registration only)

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

For Registration Questions:
+1 646 728 3800

Contact: Ester Prince +1 646 728 3647
East Michigan Alliance 2008A04-2206

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.

