

Opportunities in the Los Angeles Hispanic Retail Market

Thursday, February 16, 2012

JW MARRIOTT, LA LIVE

900 West Olympic Blvd. • Los Angeles, CA 90015 • +1 213 765 8600

8:00 am – 3:00 pm

Registration

8:30 – 9:00 am

Networking Breakfast

9:00 – 10:00 am

Hispanics in the United States: Demographics and Economic Overview

Session Committee Planners:

Jose Legaspi, President, The Legaspi Company ◊ Peter Ruiz, Regional Manager, Los Angeles County Economic Development Corporation (LAEDC)

Panelists:

- Dr. Richard K. Green, Director, USC Lusk Center for Real Estate
- Dr. Fernando Guerra, Director, Leavey Center, Study of Los Angeles Loyola Marymount University
- Linda Griego
- Thomas Tseng, Principal & co-Founder, New American Dimensions, LLC

10:00 – 11:00 am

Retailers Expansion in Southern California Hispanic Areas

Session Committee Planner and Moderator: James Rodriguez, First VP, CBRE

Panelists:

- David Bonanni, Vice President – Market Director of Real Estate, Chase Bank
- Ricardo Hurtado, Real Estate Manager, Dollar Tree
- Rick Hutton, CEO, La Curacao
- John Marquis, CFO, Vallarta Supermarkets
- Mauro Martinez, Owner, T-Mobile Estamos Juntos (HIT Mobile, Inc.)
- John Rost, President, Fiesta Auto Insurance

11:00 am – 12:00 pm

Financing Shopping Centers in Southern California Hispanic Areas

Session Committee Planner and Moderator: Carlos Solares, President, Gretna Green Management Corp.

Panelists:

- Luis Guerrero, Partner, KBKG, Inc.
- Arnold Garfinkel, President, Income Property Lending
- Alexander V. Leon, Chief Financial Officer, Vanir Group of Companies
- Chris Marabella, President, Marabella Commercial Finance
- Robert McRae, Vice President, GE Capital Corporation
- William Taormina, Chief Financial Officer, cleancity

12:00 – 1:00 pm

Lunch

(No lunch service after 1:00 pm)

1:15 – 2:15 pm

Redevelopment: Low and Middle Income Markets in Southern California Hispanic Areas

Session Committee Planners:

Arturo Sneider, Partner, Primestor Development Inc.

Moderator: Vanessa Delgado, Director of Development, Primestor Development, Inc.

Panelists:

- Margarita de Escintrias, Regional Manager, Community Redevelopment Agency/LA
- Ken Hira, Senior Vice President, Kosmont Companies
- Gilbert Livas, City manager, City of Downey
- Marcos Velayos, Partner, Park & Velayos LLP

2:15– 2:30 pm

Closing Remarks: Jorge Lizan, Vice President, Business Development, ICSC

2:30 –3:30 pm

Member Hosted Cocktail Reception

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Registration Fees**

	Advance Fee**	On-Site Fee
Member:	\$80	\$95
Non-Member:	\$95	\$110

*There are no refunds or cancellations

**Advanced registration closes on February 13th.

ICSC Meeting Contact:

Sachia Ogeer +1 646 728 3636

Fax completed form to:

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ABOUT THE ICSC HISPANIC MARKETS INITIATIVE

U.S. Census Bureau demographic data shows that the **Hispanic population** of the United States has reached a new milestone, topping **50 million people**, making people of Hispanic origin the nation's largest minority. The results show that Hispanics accounted for more than half of the nation's growth since 2000, and the 2010 census unveiled even a more dramatic reality: it is projected that by 2050 the Hispanic population will reach 134 million. Rapid growth is the overriding characteristic of the Hispanic population, but that growth comes in many forms according to nativity, country of origin and other factors. Accordingly, retail real estate developers have developed shopping centers in Hispanic communities for some time, while retailers alike have tailored their products and services to its growing Hispanic clientele.

ICSC's Hispanic Markets Initiative provides forums for anybody involved or interested in retail in Hispanic communities to network, share ideas, discuss industry issues and explore retail development opportunities. If you wish to volunteer for the Hispanic Markets Conference or would like to chair a local Hispanic Markets program in your town, please contact **Jorge Lizan** at +1 646 728 3827 or jlizan@icsc.org

HOW TO REGISTER

Complete the registration form on the reverse side and use one of the following to send in your form. For fastest registration visit us online at www.icsc.org or fax this form. Advance registration is encouraged.

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

All registrations, including fax registrations, must be received at ICSC by 12:00 noon ET three business days before the meeting. No refunds or cancellations will be given at any time.

FOR MORE INFORMATION

For more information, please contact **Jorge Lizan** at +1 646 728 3827 or jlizan@icsc.org