



## PRESS RELEASE

### Media Contacts:

Daniel Guild, Village Administrator, Weston, WI  
715.359.6114 | [dguild@westonwi.gov](mailto:dguild@westonwi.gov)

Elana Krasner, Media Relations, ICSC  
646.728.3515 | [ekrasner@icsc.org](mailto:ekrasner@icsc.org)

## Weston partners with neighbors, ICSC to present Wisconsin Alliance Program on Retail Real Estate Business Development Forum and Reception

**Weston, WI (July, 11<sup>th</sup>, 2014)** – As an active community with earning power and room to grow, the residents of Weston, Wisconsin, are eager to enhance their quality of life with new retail choices.

“Weston has a high population of families and young professionals who are younger than the state average and earn more than the average income for Marathon County,” said Weston Village Administrator Daniel Guild. “We believe we are positioned to increase our local shopping opportunities.”

Weston officials are excited to announce their participation in a partnership among local area municipalities to partner with the International Council of Shopping Centers (ICSC) to bring to the community a forum and reception on Retail Real Estate Business and Development.

ICSC’s Wisconsin Alliance Program - Retail Real Estate Business Development Forum and Reception is two-day event that will focus on the vital partnerships between the public and private sector that foster retail development into Wisconsin communities. There is an opening reception on August 6 and the full program on August 7.

The event’s opening comments will be offered by Mayor Zach Vruwink, Wisconsin Rapids, Wis.; Mayor Al Erickson, Mosinee, Wis.; and Ann Werth, community development director, City of Wausau, Wis. Several sessions and panels will discuss how to market to retailers and develop community partnerships. A case study on attracting retailers will be presented by Ivan Baker, CEcD, AICP, director of economic development, Village of Tinley Park, Tinley Park, Ill. The keynote presentation, “Retail America: What’s Ahead for Your Community” will be given by C. Kelly Cofer, CCIM, president and CEO, The Retail Coach, Tupelo, Miss. Other speakers and panelists include Lawrence Kilduff, CRX, CDP, CSM, senior vice president – retail Midwest market lead, JLL, Chicago, Ill.; Kevin Korpela, co-owner and managing member, DowntownGrocery.com, Wausau, Wis.; Greg Kost, managing principal, TOLD Development Company, Waukesha, Wisc; Greg Polacheck, CSM, director of market research, Smet Corporation, Green Bay, Wis.; Errin Welty, downtown development manager, Wisconsin Economic Development Corporation, Madison, Wis.; Brian Wolff, vice president, CBRE, Madison, Wis.; and Hans Zietlow; director of real estate, Kwik Trip, LaCrosse, Wis.

“This is an excellent opportunity for us to partner with our neighbors and bring an ICSC event to Central Wisconsin and Marathon County,” said Daniel Guild. “Participation in events such as this build upon on developing strategy for increase retail recruitment and commercial opportunities here in the Weston community.”

**WHO:** The International Council of Shopping Centers (ICSC)

**WHAT:** ICSC's Wisconsin Alliance Program - Retail Real Estate Business Development Forum and Reception

**WHEN:** August 7, 2014 at 7:45am

**WHERE:** The Jefferson Street Inn, 201 Jefferson St., Wausau, Wis.

**HOW:** Press registration is complimentary, please contact Elana Krasner in ICSC's media relations department at 646-728-3515 or [ekrasner@icsc.org](mailto:ekrasner@icsc.org) to obtain press credentials.

# # #

#### **About the ICSC**

The purpose of The International Council of Shopping Centers (ICSC) is to advance the shopping center industry and to promote its role in the commercial distribution of consumer goods and services. Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 63,000 members in over 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world.

#### **About the Village of Weston**

The Village of Weston is a community of 15,000 people located in Marathon County at the center of the State of Wisconsin. Building on a diverse portfolio of growing and successful local industries focused primarily in manufacturing and healthcare, the Village of Weston has been one of the fastest growing communities in Wisconsin over the past decade.



# Alliance PROGRAM

Retail Development through Public/Private Partnerships

International Council of Shopping Centers

## ICSC 2014 Wisconsin Retail Real Estate Business Development Forum & Reception

August 6-7, 2014

**"ICSC" Guest Rooms Available**

The Jefferson Street Inn ♦ 201 Jefferson Street ♦ Wausau, WI ♦ 54403 ♦ Tel: 715 845 6500

August 6

6:00 – 8:00 pm --

### Concert on the Square Reception – (with bluegrass band)

Join forum registrants for a fun and lively networking event at Wausau's most popular outdoor concert series showcasing the bluegrass band, Horseshoes & Hand Grenades. This is available for no extra charge. Meet at the Jefferson Street Inn lobby between 5:30-5:45 pm for credentials, then walk to the Square just one block from the hotel. Rain or shine. Please check box on registration form if you intend to attend.

August 7

7:45 am – 3:45 pm --

### Registration

7:45 – 8:30 am --

### Breakfast

8:30 – 8:45 am --

### Welcome Remarks

**Ann Werth**, ICSC Wisconsin Alliance Public Sector Co-Chair, Program Chair, Community Development Director, City of Wausau, Wausau, WI; **Mayor Zach Vruwink**; Wisconsin Rapids, WI; and **Mayor Al Erickson**, Mosinee, WI

8:45 – 9:30 am --

### "Best Ways to Market to Retailers"

**Lawrence Kilduff**, CRX,CDP,CSM, Senior Vice President-Retail Midwest Market Lead, JLL, Chicago, IL

9:30 – 10:00 am --

### "Creative Ways to Access/Collect Free and Relevant Information"

**Errin Welty**, Downtown Development Manager, Wisconsin Economic Development Corporation, Madison, WI

10:00 – 10:15 am --

### Break

10:15 – 11:45 am --

### "Local Forum – Developing Community Partnerships"

**Facilitator: Jim Warsaw**, Economic Development Director, Marathon County Development Corporation, Wausau, WI

**Panelists: Marc Buttera**, O'so Brewery, Plover, WI

**Kevin Korpela**, Co-Owner and Managing Member, DowntownGrocery.com, Wausau, WI

**Gregory Polacheck**, CSM, Director of Market Research, Smet Construction Services, Green Bay, WI

**Hans Zietlow**, Director of Real Estate, Kwik Trip, LaCrosse, WI

11:45 am – 12:30 pm --

### Lunch

12:30 – 1:15 pm --

### "Retail America: What's Ahead for Your Community"

**Keynote Speaker: C. Kelly Cofer**, CCIM, President/CEO, The Retail Coach, Tupelo, MS

1:15 – 1:45 pm --

### "The Tinley Park Experience, Attracting Retailers"

**Speaker: Ivan Baker**, CECd, AICP, ICSC Illinois Alliance Private Sector Co-Chair, Director of Economic Development, Village of Tinley Park, Tinley Park, IL

1:45 – 2:00 pm --

### Break

2:00 – 3:30 pm --

### Developers/Brokers Session – "What Communities Can Do to Prepare for Retail Development"

**Moderator: Gregory Polacheck**, CSM, Director of Market Research, Smet Construction Services, Green Bay, WI

**Panelists: Daniel Cohen**, Principal, Mid-America Real Estate Corp., Milwaukee, WI

**Greg Kost**, Managing Principal, TOLD Development Company, Waukesha, WI

**Brian Wolff**, Vice President, CBRE, Madison, WI

3:30 – 3:45 pm --

### Closing Remarks

3:45 pm --

### Program Adjourns – Further networking, refreshments in City Grill in hotel

*Sponsorship/Exhibit opportunities are available. Please see [www.icsc.org/2014A08](http://www.icsc.org/2014A08) for Sponsorship Forms.*

**Program Planning Committee:** Ann Werth & Megan Lawrence, City of Wausau; Karen Olson, Marshfield Area Chamber of Commerce and Industry; Randy Fifrick, Village of Kronenwetter; Dawn Follendorf, Main Street Wausau, Inc.; Dan Mahoney, Village of Plover; Jeff Gates, City of Mosinee; Gregory Polacheck, CSM, Smet Construction Services, Green Bay, WI; Gaylene Rhoden & Jeff Kussow, Town of Rib Mountain; Jim Warsaw, MCDEVCO, Inc.; Daniel Guild, Renee Hodell, Jennifer Higgins & Heather Meliska, Village of Weston

**Please see [www.icsc.org/2014A08](http://www.icsc.org/2014A08) for Program Details and Online Registration**

For registration questions please contact ICSC Registration Department at +1 646 728 3800. Members and non-members are welcome to attend.

### Register now at [www.icsc.org](http://www.icsc.org)

#### Registration Fees\*\*\*:

	Advance	On-Site
Member:	\$45	\$65
Non-Member:	\$65	\$80
Public Official Member	\$40	\$55
Student Member:*	\$30	\$30
Student Non-Member:	N/A	\$45

☐ I will attend the Reception on August 6, meeting at Jefferson Street Inn at 5:45 pm.

\*Must be an ICSC student member to qualify for student rate.

\*\*There are no refunds for cancellations.

\*\*\*Advanced registration closes August 1.

**ICSC Meeting Contact:** Kurt Wallin  
+1 646 728 3467 or [kwallin@icsc.org](mailto:kwallin@icsc.org)

Register by fax at +1 732 694 1800



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.