



# 2018 ICSC/CARW *Retail Event*

April 18, 2018 | Milwaukee, WI

8:30AM—6:30PM

Potawatomi Hotel & Casino



*Presented by:*



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*On behalf of the Boards of Directors of ICSC and CARW and the 2018 Retail Event Planning Committee, we hope you found today's program informative, interesting and enjoyable and ask that you share feedback on the event survey emailed to you or by contacting Davis at [davis@carw.com](mailto:davis@carw.com).*

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# SCHEDULE

**8:30—9:30AM**

Registration & Networking  
*Municipal Display Tables*

**9:30—10:30AM**

Welcome & Morning Keynote:  
Robin Lewis, CEO, *"The Robin Report"*  
*Sponsored by Husch Blackwell LLP*

**10:45—11:45AM**

Roundtables Session—(3, 20-minute sessions)  
*Sponsored by Davis & Kuelthau, s.c.*

**12:00—1:15PM**

Lunch & Keynote:  
Thomas Carrico, VP Real Estate & Construction, *Mills Fleet Farm*

**1:15—1:30PM**

Michael Garrison, Director of Grassroots Advocacy, *ICSC*

**1:45—2:30PM**

Roundtables Session—(2, 20-minute sessions)

**2:45—3:45PM**

Retailer Panel Presentation

**3:45—4:30PM**

Afternoon Keynote:  
John Gurda, Milwaukee Writer & Historian

**4:30—6:30PM**

Networking Happy Hour  
*Sponsored by Founders 3 Real Estate Services*



## About CARW:

The Commercial Association of REALTORS® is the voice for commercial real estate brokerage in Wisconsin. Founded in 1993, CARW is the go-to organization for commercial real-estate related policy leadership, information, education and networking. CARW's extensive network makes it the most influential commercial real estate organization in the State.

CARW, in partnership with the Wisconsin REALTORS® Association and the National Association of REALTORS®, is the leading advocate for the commercial real estate industry at the local, state and national levels. CARW offers a voice to industry professionals and is a vocal proponent of public policy aimed at advancing commercial real estate and driving business development.

CARW prides itself on being the industry leader providing the most accurate and comprehensive local market data through an exclusive partnership with REDI/Catylist. Members enjoy continuing education, professional development opportunities, strong ties to industry designations, interactive and timely programs, ability to affect policy, data exchange and business networking.

CARW is a trade association with over 700 members, representing more than 400 individual businesses including commercial REALTORS®, accounting firms, appraisers, architects, attorneys, bankers, builders, contractors, developers, environmental specialists, title insurance companies and other industry related businesses. CARW REALTORS® are a member of the REALTOR® Network, the world's largest professional association with over 1.2 million members.

For more information, visit [www.carw.com](http://www.carw.com) or call Tracy Johnson at 414-271-2021.



### About ICSC:

ICSC serves the global retail real estate industry. We provide our over 70,000+ member network in over 100 countries with invaluable resources, connections and industry insights and actively work together to shape public policy.

Our member organization is comprised of the owners and operators of the places people go every day to shop, dine, take in a movie, exercise and more. Shopping centers, malls and town centers have always been central gathering places and are key to building communities, fueling economies and inspiring innovation.

ICSC is a centralized source of information, offering a platform for industry leaders to network, access resources and build their businesses. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral roles it plays in the social, civic and economic vibrancy of communities across the globe. We host over 200 events annually, share best practices, protect our members public policy interests and serve as the voice of the industry.

For more information, visit [www.icsc.org](http://www.icsc.org) or call Kurt Wallin at 646-728-3467.



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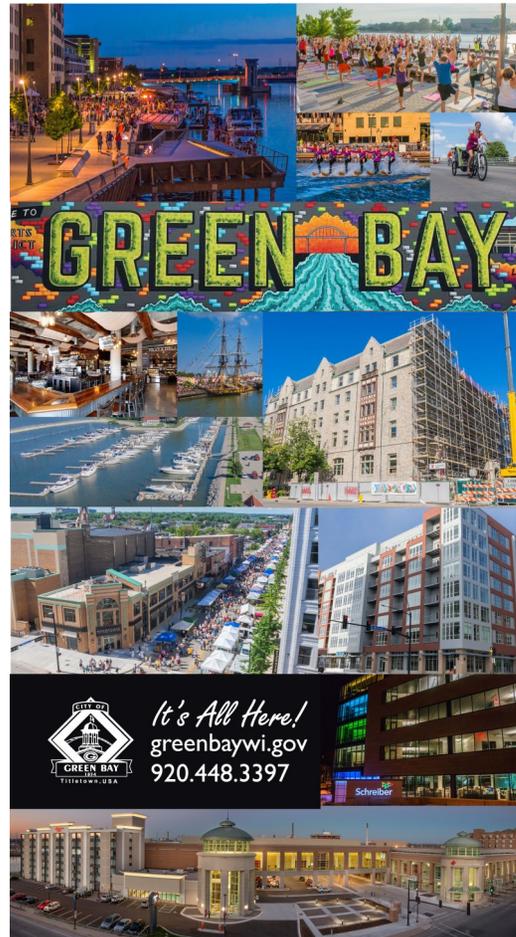
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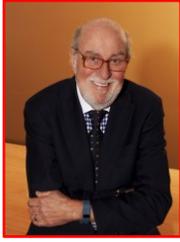
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## Speakers



### **Robin Lewis | CEO, “The Robin Report”**

Mr. Robin Lewis served as a Vice President at Goldman Sachs, headed up its retail consulting subsidiary, providing clients with strategic information and consulting on all sectors of retailing worldwide. Prior to Goldman Sachs, Mr. Lewis served as Vice President and Executive Editor of Women’s Wear Daily, where he researched and authored numerous feature articles spanning a broad range of subjects including globalization, strategic brand positioning, distribution and logistics, productivity and innovation and customer relationship management, all focusing on the retail industry. He originated and led Fairchild’s Strategic Information Services and the WWD CEO Summit series. His tenure at WWD led him to launch his consulting business, where he authored and published the monthly ROBIN REPORTS, a strategic report on retailing, as Editorial Director.

During this period, his strategic understanding and insights regarding the retail and related vendor industries, communicated through his keynote presentations as well as through frequent meetings with literally every major ‘C’ and senior level executive in the industry, established his reputation as a highly respected knowledge leader. He has over forty years of strategic operating and consulting experience in the retail and related consumer products industries. He held executive positions in strategic planning, business development and brand and marketing management at DuPont, VF Corporation and Grey Advertising.

Throughout his career, he has delivered keynote presentations to a wide range of Fortune 500 companies, trade associations and academia and is often quoted in various trade and consumer publications such as Women’s Wear Daily, Time Magazine, the Chicago Sun Times, The New York Times, The Wall Street Journal, Brand Week and Advertising Age.

He serves as the Chairman of Advisory Board at FashInvest, Ltd. He serves as a Member of Advisory Board at 72Lux Inc. He serves on the Board of Governors for the Fashion Institute of Technology, the Board of Directors for the Fashion Group International and on the Advisory Board of New Zealand Trade and Enterprise. He serves as an Adjunct Professor in the Fashion Institute of Technology’s Graduate School of Professional Studies, teaching a course titled: “The End of Retailing,” which is also the title of a book he co-authored with Michael Dart. Mr. Lewis holds a BS in Business Administration and a Special Field of Study in Journalism from Northwestern University.



### **Michael Garrison | Director of Grassroots Advocacy, ICSC**

Michael Garrison is the Director of Grassroots Advocacy for International Council of Shopping Centers (ICSC). In this role, Michael serves as an advocate for the retail real-estate industry alongside ICSC’s lobbying team. His position serves as a “bridge” between ICSC’s Government Relations arm in Washington, DC and its members throughout the nation. Michael’s responsibilities include presenting ICSC legislative updates to its membership, coordinating meetings between ICSC members and Members of Congress and managing ICSC’s Key Contact Program.

Michael has a BA in Political Science, was the Distinguished Graduate from Marine Corps Command and Staff College, and has a Master of Public Administration which he earned “With Distinction”. His personal military awards include the Navy & Marine Corps Commendation Medal (awarded 5 times), the Navy & Marine Corps Achievement Medal and the Combat Action Ribbon.

## Speakers cont.



### **Thomas Carrico | VP Real Estate & Construction, Mills Fleet Farm**

Thomas Carrico is Vice President of Real Estate and Construction at Mills Fleet Farm. Mills Fleet Farm is a value-based retailer of lifestyle merchandise that has been proudly serving farm, ranch and suburban customers in the Upper Midwest since 1955. Thomas brings over 25 years of experience to clients and team members to ensure successful real estate and facility operations management.

Carrico previously served as Vice President of Real Estate Development of ABRA Auto Body & Glass from 2013 through 2017. In this position, Thomas established internal Corporate Real Estate and Facilities function and directed national real estate and facilities operations. As member of the Acquisition Leadership Team, he created business strategy and drove the successful location and acquisition of new and existing stores (from 110 to 333 locations).

Carrico will discuss the 60-plus years of history behind Mills Fleet Farm and their expansion plans for the Midwest since being purchased in February 2016 by private-equity firm KKR & Co. To date, the retailer’s expansion has been gradual, adding six stores in the last 10 years, to bring its count to 36. The company plans to double that number within the next five to six years and take Mills into new territory. They plan to open five new locations in 2018.

In April, 2016, the company began construction on a \$71.7 million, 1.12 million-square-foot distribution center expected to bring more than 284 jobs to Chippewa Falls in northwestern Wisconsin. The project was listed as the ninth largest economic development project in the state for 2017.



### **John Gurda | Milwaukee Writer & Historian**

John Gurda is a Milwaukee-born writer and historian who has been studying his hometown since 1972. He is the author of twenty-one books, including histories of Milwaukee-area neighborhoods, industries, and places of worship. Gurda’s most ambitious efforts are *The Making of Milwaukee*, the first full-length history of the community published since 1948; and *Milwaukee: City of Neighborhoods*, a geographic companion that has quickly become the standard work on grassroots Milwaukee.

Together the books total more than 900 pages and feature 2,000 illustrations. *The Making of Milwaukee* was the basis for an Emmy Award-winning documentary series that premiered on Milwaukee Public Television in 2006.

In addition to his work as an author, Gurda is a lecturer, tour guide and local history columnist for the Milwaukee Journal Sentinel. His undergraduate degree is a B.A. in English from Boston College, and he holds an M.A. in Cultural Geography and an honorary Ph.D. from the University of Wisconsin-Milwaukee. The common thread in all of Gurda’s work is an understanding of history as “why things are the way they are.”

### **Milwaukee and Chicago: Siblings and Strangers**

Both cities came to life as Great Lakes ports, grew to become industrial powerhouses, and attracted newcomers from all over the world. Milwaukee and Chicago have parallel histories but, to put it mildly, they haven’t always gotten along. The relationship between these conjoined twins has been marked by rivalry and resentment that goes far beyond the Packers and the Bears. Today, Gurda will explore how this unique pair evolved in tandem, and how their relationship is changing as the world becomes smaller and more interconnected.