

# Southdale Center: Reinventing America's First Enclosed Regional Mall

Join us as we focus on the transformation of the Southdale market through the collaboration of the City of Edina, Simon Property Group, and Life Time - Healthy Way of Life. Being the nation's first indoor regional shopping mall, Southdale's current transformation is a remarkable case study for redevelopment potential of all regional malls. This program will include detailed information on the mall improvements, highlighting the addition of Life Time - Healthy Way of Life and a "behind the scenes tour" of what is transpiring at the Southdale Center.

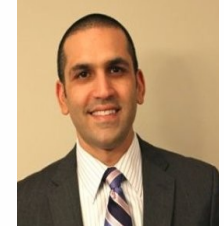
Here's your chance to hear our panelists discuss issues including:

- Overview of the extensive changes to Southdale area
- Redevelopment plans for Southdale Center
- Life Time - Healthy Way of Life development and growth strategy
- And more!

## Featured Panelists:



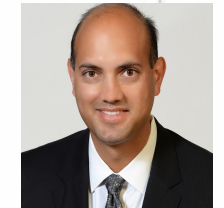
**Bill Neuendorf**  
*Economic Development Manager*  
City of Edina



**Parham Javaheri**, *Executive VP*  
*Real Estate and Development*  
Life Time - Healthy Way of Life



**John Rulli**, *President, Simon Malls*  
*Chief Administrator*  
Simon Property Group, Inc.



**Sundesh Shah**, *SVP of Big Box,*  
*Theatre, and Peripheral Development*  
Simon Property Group, Inc.

Moderator: **Mike Sims**, *Principal*, Mid-America Real Estate - Minnesota, LLC

**COST:** \$35 MSCA member  
\$70 Non-member  
\$30 Student/Intern

- Pre-registration ends at 12:00 noon on May 1st
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance

Professional Showcase: Promotion Select

**DATE:** Wednesday, May 2nd, 2018

**TIME:** 7:30 am - 9:30 am  
7:30 Registration/Networking, 8:00 Program  
9:30 Adjourn/Networking

**LOCATION:** Southdale Center - Food Court  
(10 Southdale Center, Edina, MN 55435)  
Parking available at Dining Pavilion  
Entrance off 66th

**REGISTRATION:** Visit [msca-online.com](http://msca-online.com) or call (952) 888-3491

1.5 hours Real Estate Continuing Education Credits applied for.