



Resilience, Innovation and Cohesion: A New Era of Shopping Center Operations

Join us for an interactive shopping center update. Our shopping center experts, representing Mall of America, Galleria and Rosedale Center, will share their perspectives on how they and the other Minnesota centers banded together for the good of the industry. They will share not only what they did to keep their centers viable during COVID, but more importantly how they are now moving forward to find their new normal. Our panelists will provide insight on:

- Shut down to reopening – messaging and strategies
- Best practices that have established our "new" normal
- Tenants – communication and leases
- Today's challenges – workforce, operations, shopping behaviors and patterns
- Success stories – community involvement, industry unity
- Go forward strategies – innovation, reimaged tenants, new brands
- Lessons learned
- And more....



Speakers:

Jill Renslow

*Executive Vice President, Marketing and Business Development
Mall of America*



Wendy Eisenberg

*General Manager
Galleria*



Lisa Crain

*Vice President/Senior
General Manager
Rosedale Center*

Moderator: **Paula Mueller**, *Area General Manager
Northtown Mall and Maplewood Mall/WPG*

DATE: September 8th, 2021

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

LOCATION: DoubleTree Minneapolis - Park Place
(1500 Park Place Boulevard, Minneapolis)

REGISTRATION: Visit www.msca-online.com or call (952) 292-2414

COST: \$35 Members, \$50 Members at door,
\$70 non-member, \$30 Student/Intern

- Pre-registration ends at noon on September 7th
- Substitutions or cancelations are allowed 24 hours in advance
- No shows will be billed

1.5 Real Estate Continuing Education Credits applied for.