



# ICSC 2025

## Member Strategic Advisory Group (MSAG)

ICSC collaborated with MSAG in the second half of 2020 to ensure our strategic priorities addressed the most critical needs of our members in both the long and short term



**John Morrison**  
ICSC Chairman



**Glenn Rufrano**  
ICSC Vice Chairman



**Robin Zeigler**  
Senior Executive Vice  
President & COO  
Cedar Realty Trust



**Cheryl Megill**  
CMO Philips Edison &  
Company



**Dave Henry**  
Co-Founder  
Peaceable Street  
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**Lucia Connor**  
Managing Director  
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**Jaap Tonckens**  
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Managing Director,  
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**Greg Maloney**  
CEO, Retail, Americas  
JLL



**Angele Robinson-  
Gaylord**  
Senior Vice President  
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**JP Suarez**  
EVP & CAO Walmart  
International



**Whitney Livingston**  
President & COO  
Centennial Real Estate  
LLC



**Jim Taylor**  
CEO & President  
Brixmor Property  
Group

## Purpose, value proposition and priorities

### Purpose

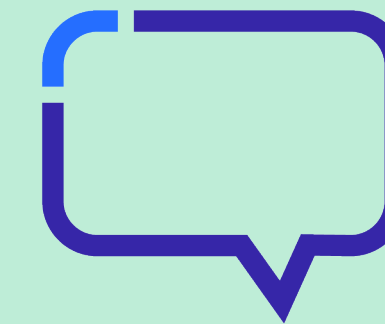
A member organization for **industry advancement**, ICSC **promotes and elevates the marketplaces and spaces** where people shop, dine, work, play and gather as **foundational and vital ingredients of communities and economies**.

### Value Prop

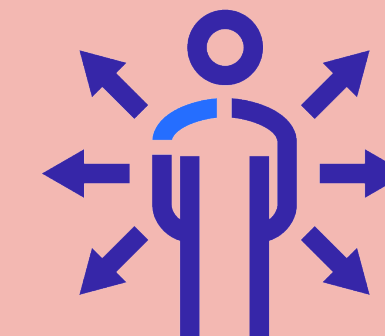
ICSC produces experiences that **create connections and catalyze deals**; aggressively **advocates to shape public policy**; develops high impact marketing and public relations that **influence opinion**; provides an enduring platform for **professional success**; and creates **forward thinking content** with actionable insights – all of which **drive industry innovation and growth**.

### ICSC 2025 will be focused on 3 core goals:

**Advance Industry Narrative**



**Grow & Engage Membership**



**Enhance Product & Service Offerings**





[ICSC.com](https://www.icsc.com)