



# NEW JERSEY DOWNTOWN REVITALIZATION & MANAGEMENT INSTITUTE

## The Instructors



**Joe Getz** – The founding principal of JGSC Group, Joe Getz has three decades experience measuring consumer needs, and creating marketing campaigns and strategic plans for shopping malls, downtowns, retailers and real estate developers. He has provided services to more than 30 shopping centers and 200 communities and cities across the country. Joe has provided instruction in downtown revitalization and retail recruitment for Main Street New Jersey, Main Street Delaware, Main Street New Mexico, Downtown New Jersey, National Main Street Center, Local Initiatives Support Center (LISC), and the NJ Redevelopment Authority. For the past nine years, Joe has

developed courses and instructed sessions at the NJ Downtown Revitalization and Management Institute.

Since Hurricane Sandy devastated portions of New York City last October, Joe has worked alongside the City's Department of Small Business Services to develop strategies and implement programs to restore the local economy. Joe is directing the efforts of JGSC Group in Brooklyn, Staten Island and Queens as they help local businesses to recover, attract customers back to the communities, and develop strategic plans for long-term economic growth.



**Mark Lohbauer** – As a principal of JGSC Group, Mark manages operations and oversees client relations for the firm. He is a nationally recognized speaker and instructor on the topic of downtown revitalization and has presented to numerous organizations including the American Planning Association, National Main Street Center, Local Initiatives Support Center (LISC), New Jersey Future, and the NJ Redevelopment Authority. Mark has instructed sessions at the NJ Downtown Revitalization and Management Institute for the past eight years.

Prior to joining JGSC Group, Mark served in New Jersey state government as Assistant State Treasurer and later as Director of Policy &

Communications for NJ Economic Development Authority. From 1995 to 2000, he sat on the boards of the Urban Enterprise Zone Authority, the New Jersey Redevelopment Authority, the Casino Reinvestment Development Authority, the Urban Coordinating Council, and the South Jersey Port Corporation. He currently serves as the Chairman of New Jersey's Pinelands Commission. Mark holds a BA from Rider University, and a JD degree from Rutgers University School of Law.

## The Expert Panel



**Devony Jackson** – Devony is the Director of Retail Services for JGSC Group. Prior to joining JGSC Group, she spent 9 years with Forest City Enterprises, one of the largest retail property developers/managers in the country. At Forest City, she was responsible for pre-leasing retail space and restaurants in regional retail developments, which included prospecting, marketing and research. In 2011, the International Council of Shopping Centers (ICSC) honored Devony as the recipient of the Mary Lou Fiala Fellowship award. Devony holds real estate licenses in Ohio and North Carolina (provisional) and is a graduate of the Cincinnati

College of Business and John Carroll University.



**Kerry McLean** – Kerry is the Director of Community Development at WHEDco, a woman’s housing and economic development corporation in the south Bronx. In that capacity, Kerry has managed a retail recruitment effort that has effectively transformed vacant, neglected commercial storefronts into retail-ready properties that are being leased by retailers targeted by the program. It has been so successful that it was honored by Mayor Bloomberg, and recognized by the American Planners Association at their national conference in Los Angeles in 2012. Kerry has graduate degrees in International Development and Urban Planning.



**Rebeca Ramirez** – Rebeca is the Commercial Revitalization Manager of the Heart of Brooklyn, a cultural partnership that includes the Brooklyn Museum, Prospect Park, and the Brooklyn Public Library. She manages the economic development efforts, including business retention and recruitment, and communications with business owners. In 2012, Rebecca launched a retail recruitment effort that has successfully recruited new businesses and enrolled brokers and property owners. The effort has received citywide acclaim for helping to revitalize the Washington Avenue commercial corridor of Brooklyn. Rebeca is a

graduate of the University of California at Los Angeles (UCLA).



**Stephen Santola** – As Executive Vice President and General Counsel for Woodmont Properties and Woodmont Industrial Properties, Steve manages the company's legal affairs and oversees the company's regulatory and municipal approvals. He also manages the development approval process for many of the company's downtown redevelopment sites. As a strong believer in redevelopment and State planning, he serves on the Board of Trustees of NJ Future and the Executive Board of Downtown New Jersey. Steve has been a frequent panelist and speaker on redevelopment and regulatory issues, and has been a guest lecturer on transit-oriented development at the NYU Schack Institute of Real Estate and the NJ Redevelopment Authority's 2011 Training Institute.

Mr. Santola has served on the Livingston Township Council since 2001, and served as mayor in 2003 and 2007. He is a graduate of Colgate University and has a Juris Doctor degree from Seton Hall University.



**Brian Silbert** – As president & CEO of Silbert Realty & Management, Brian provides the depth of knowledge and guidance that has made for the organization's thirty years of success. A licensed real estate broker in New Jersey and Pennsylvania, he has represented national and international retailers and corporations in hundreds of transactions and development projects. Brian has been recognized with numerous awards of excellence related to retail real estate. He has been the recipient of Co-Star's Award of Excellence for 2008, 2009, 2010, and 2011.