

September 26, 2007 10:00 AM Eastern Daylight Time

# **ICSC Names Jerry Yudelson Its First Research Scholar**

NEW YORK--(BUSINESS WIRE)--The International Council of Shopping Centers, Inc. (ICSC) has named Jerry Yudelson, PE, MS, MBA, LEED AP, principal of Yudelson Associates, Tucson, Ariz., as its first Research Scholar. Mr. Yudelson's research will focus on Retail Real Estate Sustainability. Mr. Yudelson's will hold the position as the ICSC's Research Scholar for Retail Real Estate Sustainability for a period of two years.

ICSC created the Research Scholar Program in an effort to provide its members with the most accurate and up-to-date research on specific topics affecting the retail real estate industry. ICSC Research Scholars will work with the ICSC Research Department to publish books, articles and other publications, as well as act as speakers at meetings and conferences. The Research Scholar will also be a resource for ICSC members to answer any questions they may have pertaining to the scholar's area of expertise.

"The global retail real estate industry will benefit from ICSC's new Research Scholar Program that will address specific industry issues with the help of 'thought leaders,' who are some of the leading authorities on these topics," said Michael P. Niemira, ICSC's chief economist and director of research. "Jerry Yudelson is a leading authority on sustainability and as the retail real estate industry embraces green building practices it will be extremely beneficial to have Mr. Yudelson educating our industry on sustainability," Niemira added.

Mr. Yudelson served on the national board of the U.S. Green Building Council (USGBC) and is an expert in the LEED green building rating system. He currently leads the consulting team at Yudelson Associates and provides his clients with expert guidance on creating, developing, designing and marketing green building projects. Mr. Yudelson has more than 25 years of experience with renewable energy systems, green building design, site planning, environmental remediation and water conservation. He is the author of six books on green buildings including Green Building: A to Z (2007), The Green Building Revolution (2007), Marketing Green Buildings: Guide for Engineering, Construction, Architecture (2006) and Developing Green: Strategies for Success (2006).

Founded in 1957, ICSC is the premier global trade association for the retail real estate industry. Its over 70,000 members in 100 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. Headquartered in New York City, ICSC has over 150 staff members and offices in Washington, D.C., Toronto, London, Beijing and Singapore.

## **Contacts**

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