

**2009**

**Application and Application Handbook**

**SCSM**

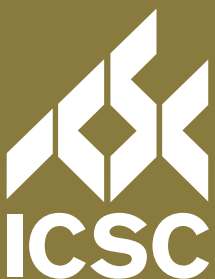
**SENIOR LEVEL CERTIFICATION PROGRAM  
FOR CERTIFIED SHOPPING CENTER MANAGERS**

**SCMD**

**SENIOR LEVEL CERTIFICATION PROGRAM  
FOR CERTIFIED MARKETING DIRECTORS**

**SCLS**

**SENIOR LEVEL CERTIFICATION PROGRAM  
FOR CERTIFIED LEASING SPECIALISTS**



## Senior Level Certification Program For Certified Shopping Center Managers (CSMs), Certified Marketing Directors (CMDs) and Certified Leasing Specialists (CLSs)

### Program Overview

The SCSM, SCMD, and SCLS Certification Programs recognize certified professionals who continue to participate in programs that keep them up-to-date on the changing world of shopping center management, marketing and leasing. These programs involve accumulation of at least 10 continuing education credits over three-year periods.

### Who Should Apply

- Active CSMs, CMDs and CLSs with at least three years of experience from the time they achieved their initial designation. CSMs, CMDs and CLSs who received their initial designation in 2006 or before are eligible for Senior Level certification in 2009.
- All SCSMs, SCMDs and SCLSs who received their Senior Designation in 2006 must renew in 2009.

### Benefits of the Senior Designation

Receive an industry designation that:

- Recognizes your initiative to continue to grow professionally.
- Demonstrates your grasp of industry trends, contemporary practices and methods.
- Shows your willingness to seek new ways of improving shopping center value and productivity.
- Highlights your industry leadership status and makes you stand out as the best of the best in your profession.

### Application Deadline

Applications, together with all accompanying materials, must be received by ICSC no later than May 7, 2009. Subsequent applications will be accepted every May thereafter. Applications will not be accepted after May 7, 2009.

### Fee

\$125 (payable in U.S. funds)

### Credit Requirements, Initial Specifications, and Qualifications for all Senior Designations (SCSM, SCMD, and SCLS)

- All candidates for Senior Level certification must have had their initial designation(s) for at least three years. To be eligible in 2009, applicants must have received their initial designation in 2006 or before.
- To be eligible for Senior Level status, each applicant must accumulate a minimum of 10 credits within the three-year period from the year of receipt of the initial designation or last renewal year of Senior Level status.
- All potential applicants may designate credits earned during the last three-year period beginning January 1, 2006, provided appropriate support documentation is available.

- After first attaining Senior Level status, candidates are expected to earn another 10 credits within three years or less in order to maintain Senior Level status.
- All Senior Level conferees are subject to the same standards of professional and personal conduct and regulations already established for the CSM, CMD, and CLS programs.

### Additional Qualifications

**For CSM/CMD.** Any person who has achieved the CSM and/or the CMD designation will continue to maintain that status and any rights and privileges accompanying it, without having to fulfill any additional requirements. A CSM or CMD may begin the process of attaining the credits necessary for Senior Level certification immediately upon conferral of the CSM and CMD designations. Proof of continuous employment for the immediate preceding three-year period in a position directly related to the shopping center industry or self-employment in an industry-related capacity is a prerequisite for applying for Senior Level status.\*

**For CLS.** CLSs who received their initial CLS designation in 2006 must submit evidence of fulfilling the 10-credit mandatory continuing education requirement in order to renew their designation for the next three-year period (January 1, 2009 – January 1, 2012). Those who do not fulfill the recertification requirements in the allotted time period may, at the discretion of the CLS Admissions and Governing Committee, have their CLS designations suspended in accordance with the Rules and Regulations of the Certified Leasing Specialist Program.\*

\*Candidates who are temporarily inactive (for a period not exceeding three months in duration) for reasons beyond their control (health, involuntary layoff, military service, etc.) may request an exemption at the time of application, and must detail reasons for the inactivity. Requests for exemptions will be reviewed and decided by the respective CSM, CMD and/or CLS Admissions and Governing Committees.

## **Senior Level Certification Program For Certified Shopping Center Managers (CSMs), Certified Marketing Directors (CMDs) and Certified Leasing Specialists (CLSs)**

### **Earning Continuing Education/Professional Development Credits**

With assistance from ICSC, all candidates seeking Senior Level certification will be responsible for keeping and maintaining records and documentation of their efforts and accomplishments that earn credit. All information and support documentation required for review by ICSC are described in this application.

Continuing education credits can be earned in the following three areas of professional development:

**Continuing Education.** Attendance at ICSC and/or other industry-related conferences or conventions; the John T. Riordan School for Professional Development or similar courses given at accredited institutions of higher learning.

**Industry Service.** Service on ICSC committees, panels, relevant special projects, or publication of a book or report with ICSC or another publisher.

**Professional Recognition.** Achievement of professional recognition through the attainment of an ICSC or other approved industry award or commendation; receiving an additional industry designation (e.g. CCIM, CSM, CMD, CLS, or CDP); renewing or securing a real estate salesperson or brokers license; or obtaining a designation sponsored by other qualified organizations. Designations such as Certified Property Manager (CPM) or Member of Appraisal Institute (MAI) and participation on boards and committees of industry-related organizations will also be considered.

### **Award of Senior Level Status**

Upon receipt, all applications will be reviewed by ICSC and approved if the applicant is in compliance with all necessary credit types and quantities. Applications not in compliance with program requirements or that have questionable aspects will be referred to the appropriate CSM, CMD, and/or CLS committees for review and ruling. Applicants will be notified upon approval of their successful attainment of Senior Level status; that is, they will receive notice from ICSC that their recertification requirements have been met for the next three-year period (January 1, 2009 – January 1, 2012). Applicants who do not receive approval of their attainment of Senior Level status will be provided with an explanation. All candidates approved for Senior Level status will be sent certificates of recognition, along with an authorization to use one of the following new designations: SCSM, SCMD, or SCLS.

ICSC will maintain an official listing of all Senior Level conferees. All provisions and regulations of the Senior Level CSM, CMD, and CLS programs are subject to ongoing review, revision and judgment rulings of the ICSC Board of Trustees and the CSM, CMD and CLS Admissions and Governing Committees.

### **Recertification/Renewal**

After achieving Senior Level status, conferees must continue earning the minimum of 10 continuing education credits in each subsequent three-year period in order to maintain the Senior Level status. Dual-or multi-designees need only earn continuing education credits for one designation. Those who do not fulfill recertification requirements in the allotted time period may, at the discretion of the respective CSM, CMD and/or CLS Committee, have their Senior Level status suspended in accordance with the program requirements.



# SENIOR LEVEL CERTIFICATION APPLICATION

Name (First) \_\_\_\_\_ (Last) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ Country \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Your Individual Member ID Number \_\_\_\_\_ E-mail Address \_\_\_\_\_  
(Important — not company number)

Please answer each of the following questions:

**1. I am applying for (check all that apply):**

Senior Level Certification as a

SCSM  SCMD  SCLS

I received my initial CSM designation in \_\_\_\_\_ (year)

I received my initial CMD designation in \_\_\_\_\_ (year)

I received my initial CLS designation in \_\_\_\_\_ (year)

Renewal of my SCSM Senior Level Certification for

SCSM  SCMD  SCLS

I received my initial SCSM designation in \_\_\_\_\_ (year)

I received my initial SCMD designation in \_\_\_\_\_ (year)

I received my initial SCLS designation in \_\_\_\_\_ (year)

**2. I have been continuously employed at my present company for the last three years:**  Yes  No

If you marked "No", please complete item 3.

**3. I answered "No" to question 2 and wish to (check all that apply):**

Provide the names of all companies where I have worked during the last three years:

Company \_\_\_\_\_ Dates \_\_\_\_\_

Company \_\_\_\_\_ Dates \_\_\_\_\_

Company \_\_\_\_\_ Dates \_\_\_\_\_

Company \_\_\_\_\_ Dates \_\_\_\_\_

Apply for an employment exemption.\*

\*If you have been temporarily inactive in the industry (for a period not exceeding three months) due to circumstances beyond your control (See "Additional Qualifications" on page 2), please provide a detailed explanation on a separate sheet. All requests for employment exemptions will be carefully reviewed and evaluated by the respective CSM, CMD and/or CLS committees.

I understand that the Senior Level designation is effective for a three-year period and agree to continue earning education credits in order to maintain the designation.

I hereby certify that the information provided in this application is accurate and agree to its verification by the CSM, CMD and/or CLS Admissions and Governing Committees.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this application along with all required support documentation and a \$125 fee to ICSC.

**METHOD OF PAYMENT:**

Check/Money Order (payable to ICSC in U.S. funds)

MasterCard

Visa

American Express

Discover

Total \$ \_\_\_\_\_

Name (as it appears on credit card) \_\_\_\_\_

Account Number (include all digits) \_\_\_\_\_ Expiration Date \_\_\_\_\_ Mo. \_\_\_\_\_ Yr. \_\_\_\_\_

Signature: \_\_\_\_\_

**Application Deadline:**  
**May 7, 2009**



**MAIL TO:**  
International Council of Shopping Centers  
Attention: Professional Recognition  
1221 Avenue of the Americas, New York, NY 10020-1099  
Phone: +1 646 728 3800 Fax: +1 732 694 1800

CREDIT SUMMARY

Please list all credits earned over the last three-year period, January 1, 2006 through January 1, 2009

A	CONTINUING EDUCATION	Where	Dates	Credits
A1	Attendance at ICSC conventions (RECon, Canadian, Asian Expo, European, Latin). (1.5 credit for each event.)	_____	_____	_____
A2	Attendance at an ICSC specialty conference or education seminar (e.g., Fusion Conference, CenterBuild, Finance for NonFinancial Professionals). (1.5 credits for each event.)	_____	_____	_____
A3	Attendance at an ICSC Idea Exchange, Regional Conference (e.g., Chicago Deal Making, Western Division Conference, Florida Conference, Southeast Conference, Texas Conference and Deal Making) or an Alliance Program. (1.0 credit for each event.)	_____	_____	_____
A4	Attendance at an ICSC local meeting (e.g., breakfast, luncheon, Next Generation). (0.5 credit for each event. Maximum of 3.0 credits allowed for each 3-year period.)	_____	_____	_____
A5	Completion of ICSC institute programs (Management I, II, Marketing I, II, Leasing I, II, Development, Design and Construction I, II). (4.0 credits for each completion of a certificate program.)	_____	_____	_____
A6	Completion of ICSC courses (e.g., courses taken at the University of Shopping Centers, Executive Learning Series, Pre-CenterBuild Professional Development Sessions or special seminar). (0.5 credit for each course or seminar.)	_____	_____	_____
A7	Completion of ICSC eDistance Learning Program. (4.0 credits for each completion of program.)	_____	_____	_____
A8	Educational activities offered by applicant's company (e.g., management conference, partnering conference or other in-house training). (Course description and documentation of program place, date and times must be submitted. 1.0 credit for each event. Each event requires a minimum of 6 hours instruction to qualify for credit. Maximum of 2.0 credits allowed for each 3-year period.)	_____	_____	_____
A9	Attendance at industry-related conventions or conferences (e.g., ABC, AGC, AIA, BOMA, CCIM, CMAA, IEDC, IEG, IREM, NAIOP, NRF, PMI, RAC, ULI, USGBC). (Convention or conference description and documentation of program, place, date and times must be submitted. 1.0 credit for each event. Maximum of 3.0 credits allowed for each 3-year period.)	_____	_____	_____
A10	Attendance at courses on topics relevant to retail real estate or parallel industry conducted by an accredited institution of higher education (school/university). (Course descriptions and documentation of program, place, date, and times must be submitted. 0.5 credit for each successfully completed course. Maximum of 4.0 credits allowed for each 3-year period.)	_____	_____	_____
A11	Approved and verifiable self-study or online courses (e.g., ABC, AGC, AIA, IREM, NCIDQ, USGBC, World Wide Learn). (Course descriptions and documentation of program, place, date and times must be submitted. 0.5 credit for each successfully completed course. Maximum of 3.0 credits allowed for each 3-year period.)	_____	_____	_____
A12	Continuing education courses for maintenance of another certificate or license (e.g., AIA, CCIM, CMAA, CPM, P.E. contractor's license, PMI). (Course descriptions and documentation of program place, date and time must be submitted. 0.5 credit for each successfully completed course. Maximum of 3.0 credits allowed for each 3-year period.)	_____	_____	_____
				<b>A Continuing Education Subtotal</b>

CREDIT SUMMARY (CONTINUED)

Please list all credits earned over the last three-year period, January 1, 2006 through January 1, 2009

B INDUSTRY SERVICE	Where	Dates	Credits
B1 Service as a member of the ICSC Board of Trustees. <i>(3.0 credits per each year served)</i>	_____	_____	_____
B2 Service as a chairman of any ICSC board-appointed committee or task force (e.g. Government Affairs, Law Committee, PAC). <i>(2.0 credits per each year served)</i>	_____	_____	_____
B3 Service as a member of any professional designation committee (CSM, CMD, CLS or CDP). <i>(2.0 credits for each year served)</i>	_____	_____	_____
B4 Service as ICSC Division, State or Province Officer. <i>(2.0 credits per each year served)</i>	_____	_____	_____
B5 Service as a member of any ICSC committee (e.g. program planning Committee, awards judging committee). <i>(1.0 credit for each year served)</i>	_____	_____	_____
B6 Service as a chairperson of an awards program or certification committee. <i>(3.0 credits for each year served)</i>	_____	_____	_____
B7 Service as a chairperson at any ICSC convention or conference. <i>(3.0 credits per meeting)</i>	_____	_____	_____
B8 Service as a panelist or speaker at any ICSC event. <i>(1.0 credit per meeting)</i>	_____	_____	_____
B9 Service as chairperson for any ICSC Idea Exchange or local meeting. <i>(1.0 credit per meeting)</i>	_____	_____	_____
B10 Service as a roundtable leader at any ICSC event. <i>(0.5 credit per meeting)</i>	_____	_____	_____
B11 Participation in an ICSC certification examination item writing or cut-score workshop. <i>(2.0 credits for each workshop)</i>	_____	_____	_____
B12 Service as an instructor at the ICSC John T. Riordan School for Professional Development, University of Shopping Centers or other ICSC education program. <i>(2.0 credits for each course taught)</i>	_____	_____	_____
B13 Service as an instructor for courses on topics relevant to the shopping center industry conducted by an accredited institution of higher education (school/university). <i>(Course descriptions and documentation of program, place, date, and times must be submitted. 1.0 credit per course taught)</i>	_____	_____	_____
B14 Authorship of any book or report with ICSC or other publisher. <i>(2.0 credits per book or report)</i>	_____	_____	_____
B15 Authorship of an article for the ICSC Certified Professionals Newsletter. <i>(1.0 credit per article)</i>	_____	_____	_____
			<b>B Industry Service Subtotal</b> <hr/>

CREDIT SUMMARY (CONTINUED)

Please list all credits earned over the last three-year period, January 1, 2006 through January 1, 2009

C PROFESSIONAL RECOGNITION	Where	Dates	Credits
<p>C1 Recipient of a first place ICSC Award (e.g., MAXI Gold Award, Maple Leaf Award. Applicant's name must be one of the names shown as receiving professional recognition). (Confirmation letter or documentation substantiating participation in the selected project must be submitted. 2.0 credits for each award.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C2 Recipient of ICSC Runner-up Award (e.g., MAXI Silver Award. Applicant's name must be one of the names shown as receiving professional recognition). (Confirmation letter or documentation substantiating participation in the selected project must be submitted. 1.0 credit for each award.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C3 Recipient of additional professional achievement award (e.g., Addy, Clio, ULI, AIA). (Confirmation letter or documentation substantiating receipt of the award must be submitted. 2.0 credits for each award.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C4 Finalist in an ICSC Awards program (candidate's name must be one of the names shown on submission). (Confirmation letter or documentation substantiating participation in the selected project must be submitted. 0.5 credit for each entry.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C5 Attainment of an additional industry-related professional designation during current three-year period (e.g., CSM, CMD, CLS, CCM, CDP, APR, CCIM, CPM, LEED AP, PMP, CAIA, CFA excludes Senior designation). (3.0 credits for each certification.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C6 Achievement of ICSC Trustees Distinguished Service Award. (4.0 credits.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C7 Receipt of a community or civic award for community service that benefits a shopping center, retail real estate or parallel industry. (Confirmation letter or documentation substantiating receipt of the award must be submitted. 1.0 credit for each award.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>C8 Securing an initial real estate salesperson, broker's, architectural, engineering, contractor's or other license related to retail real estate or parallel industry. (Documentation substantiating receipt of license must be submitted. 2.0 credits for each license secured.)</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p><b>C Professional Recognition Subtotal</b></p>			<p>=====</p>
<p><b>SUBTOTALS (A + B + C)</b></p>			<p>_____</p>
<p><b>A Continuing Education</b></p>			<p>_____</p>
<p><b>B Industry Service</b></p>			<p>_____</p>
<p><b>C Professional Recognition</b></p>			<p>_____</p>
<p><b>TOTAL CREDITS</b></p>			<p>_____</p>

