



Management Concepts & Motivations
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FOR IMMEDIATE RELEASE:

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**ELIZABETH NAPOLI IS GUEST FACULTY AT
ICSC LIFELONG LEARNING CENTER IN NEW YORK CITY**

Elizabeth A. Napoli, President of MC & M Ltd., was a guest lecturer at the International Council of Shopping Center (ICSC) Educational Seminar entitled “The Lease and Its Administration”. The class was part of a two-day continuing education course presented at their State-of-the-Art Lifelong Learning Center at ICSC’s World Headquarters in New York City. The programs is devoted solely to teaching the fundamentals of leasing to professionals whose primary function may not be leasing but still have a need to know.

Ms. Napoli, a 35-year veteran of the shopping center industry, discussed shopping center leasing from a management perspective including: 1) How to gain a better understanding of management’s role in the leasing process before, during and after the lease is signed 2) How to understand lease language and how it is enforced from the property professional’s perspective 3) How to analyze a lease document and learn to focus on the basic provisions central to lease agreements such as rent, use clauses, exclusives, radius restrictions, and exhibits 4) A review of CAM, taxes, insurance and operational lease violations necessary to understand and operate a shopping center.

MC & M, Ltd. is a consulting firm headed by Elizabeth A. Napoli. Ms. Napoli is the former General Manager of The Shops at Riverside, a 900,000-square foot premier, upscale shopping center, located in Hackensack, New Jersey. She is a Senior Certified Shopping Center Manager (SCSM) and a Senior Certified Shopping Center Marketing Director (SCMD) accredited by the International Council of Shopping Centers (ICSC). After 27 years at The Shops at Riverside under five different ownerships where she functioned in various capacities as the Marketing Director, Regional Marketing Director, General Manager and liaison with Development and Construction. Ms. Napoli started her own firm to provide consulting services related to management, marketing, tenant coordination, visual merchandising, and municipal government relations/liaison. Ms. Napoli is the current President of the New York/New Jersey Council of Shopping Centers, a member of the Board of Directors of the Commerce & Industry Association of New Jersey (CIANJ) and a member of the Board of Trustees of the Foundation for Free Enterprise.

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