



retail strategies

SPEAKING

RETAIL AS A CATALYST FOR ECONOMIC DEVELOPMENT



LACY BEASLEY

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Lacy serves as *President & COO* of Retail Strategies. She has been involved in retail real estate since 2005. Her experience with *The Shopping Center Group* and the *Dickson County Chamber of Commerce* prior to joining Retail Strategies provides her with the insight to understand the connections needed from the public and private side of the conversation.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Beasley is the *ICSC TN GR Chair*. Previously she held the *P3 Retail Private Sector Chair* and has served on committees with CCIM, EDAA, and multiple ICSC planning committees. Her articles have been published in *Shopping Centers Today*, *Site Selection Magazine* and *AL Retail Federation*. She has spoken on retail trends and best practices in

retail recruitment at approximately **100 events**. These include ICSC events, RECon Educational Session, American Association of Retirement Communities, American Public Power Association, Tennessee Valley Authority, Electricities of NC, Georgia Power, Southeastern Economic Development Council and state-wide economic development and municipal associations in Canada, AZ, LA, OK, TN, TX, AL, MS, KY and GA.

PRIOR SPEAKING EVENTS

ICSC RECon Education Sessions
American Assoc. of Retirement Communities
Southeast Economic Development Council
Economic Development Alabama Alliance
Louisiana Municipal Assoc.
CCIM Birmingham Market Symposium
TVA Economic Development Forum
Tennessee Municipal League
Mississippi Municipal League

Auburn University Retail Training
Mississippi Central Electric Power Assoc.
Kentucky Assoc. of Economic Dev.
East Tennessee Alliance
American Assoc. of Retired Communities
TN Governor's Conference
TN Economic Development Council
TN/KY Idea Exchange
Alliance Program

Alabama Certified Municipal
Official Training
American Public Power
West Tennessee Retail Alliance
Golden Shovel
ICSC Canada
Great States Summit
ICSC Gulf South