



**Southern California  
Development Forum**

# How Food & Food Culture is Transforming the Retail Experience

**Tuesday, November 12, 2019  
7:00am-9:00am**

**City Club Los Angeles  
555 S. Flower Street, 51st Floor  
Los Angeles, CA 90071**

The retail industry has undergone a significant transformation over the past decade, and it continues to evolve quickly particularly when it pertains to food and food culture. The best restaurateurs don't build restaurants, they create experiences. Experiences engage, entice, satisfy, entertain and comfort. Join our panel of experts as we discover How Food and Food Culture is Transforming Today's Retail Experience in Traditional and Non-Traditional Spaces.

## **MODERATORS**

**Rachael Zanetos**

Director, Mixed-Use Retail,  
Brookfield Properties Retail

## **SPEAKERS**

**Mike Simms**

Founder, Simms Restaurants

**Ziba Ghassemi, AIA, LEED AP**

Vice President of Design, Airports  
Unibail-Rodamco-Westfield

**Sam Polk**

Co-Founder & CEO Everytable

## **PROGRAM DETAILS**

\$50.00	SCDF Members
\$75.00	Non-Members
\$450.00	Event Sponsor (2 comps)
\$750.00	Table Sponsor (8 comps)
\$10.00	Onsite Fee

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