



RETAIL EDGE»

EXCLUSIVE EXECUTIVE FORUM

September 16 & 17, 2026

September 18th Optional

**Balboa Bay Resort
Newport Beach, CA**

apeximaging.com/edge



Welcome to **RETAIL EDGE» 26!**

We're so glad you're here!

We know how valuable it is for senior leaders like you to connect with peers who truly understand the challenges of managing in a complex, fast-paced retail environment. Yet in the whirlwind of day-to-day responsibilities, those opportunities to step back, share openly, and think strategically are rare. And that's why Retail Edge was created!

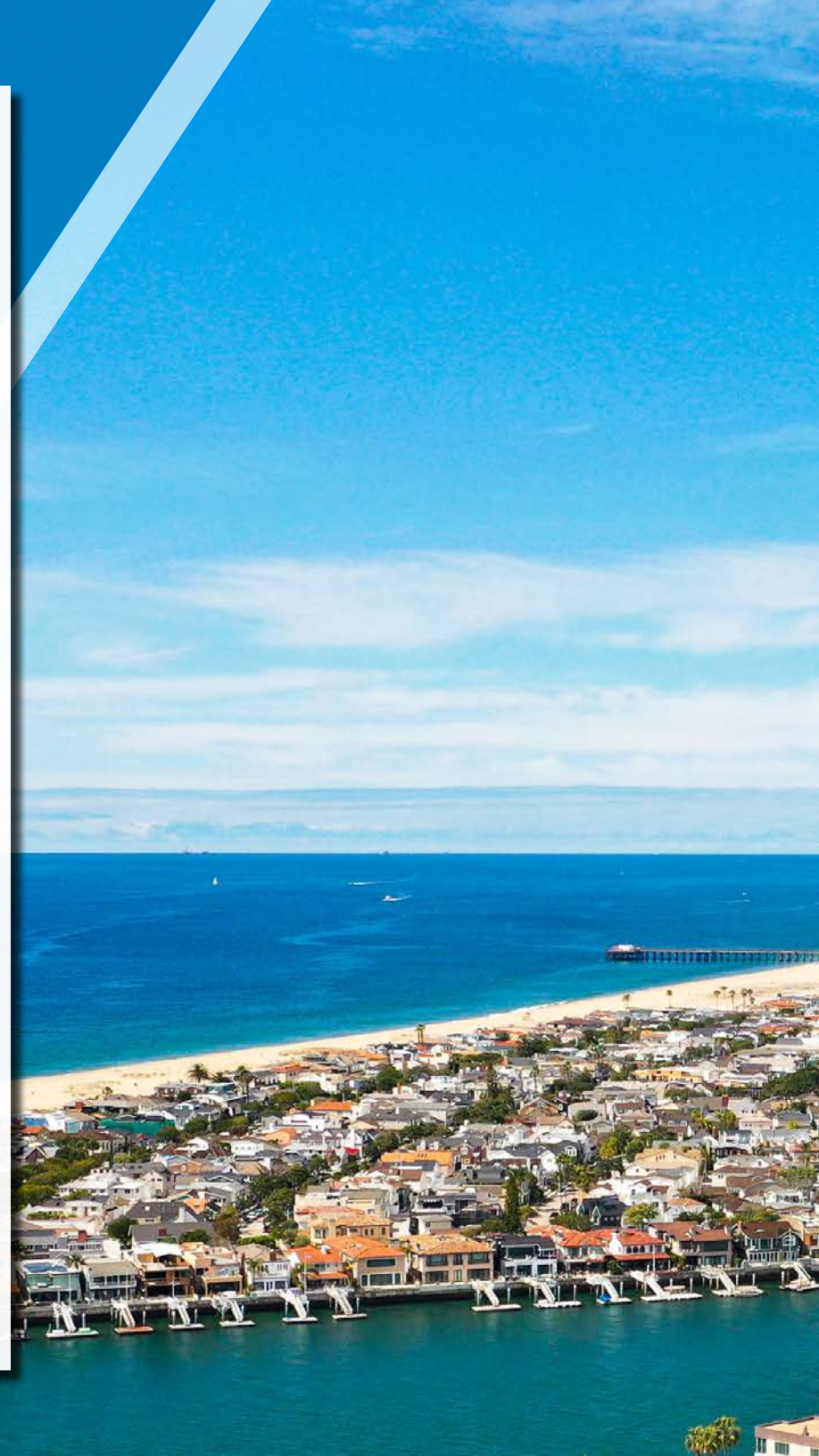
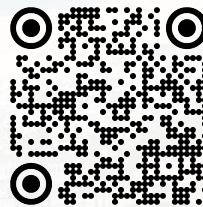
We're honored to welcome you into this powerful community. Let's make these two days count!

- The Apex Imaging Services Team

On the following pages you will find our full agenda, some of the topics we plan to focus on, details on activities planned, more about the resort amenities, ideas on local attractions, and more.

If you have any questions, please feel free to reach out to any of the Apex team members. Contacts are available in the QR Code to the right.

You can also reach out to Gie Ramos - (909) 630.5859.



RETAIL EDGE»

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WHO ATTENDS

This **exclusive, invite-only executive roundtable** is thoughtfully designed for VP- and Director-level **leaders across Real Estate, Design, Construction, and Facilities.**

Over two immersive days, you'll engage in candid conversations, gain actionable insights, and collaborate with a hand-selected group of experienced leaders who share your drive for innovation and operational excellence.

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WELCOME!

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This invite only, highly curated executive retreat includes a select group of senior leaders from top-tier retail brands. These decision-makers represent an influential mix of roles from construction, facilities, design, and development. This year's attendees include.



RETREAT OBJECTIVES

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Where Strategy Meets Execution – and Leaders Level Up

At Retail Edge, we've designed every moment of the retreat with one purpose in mind: to empower industry leaders to accelerate innovation, streamline execution, and build meaningful relationships that create real business value.

**Over the course of two immersive days,
this executive roundtable experience will help you:**



ALIGN ON STRATEGY

Sharpen your strategic lens. Explore emerging trends.
Benchmark approaches. Uncover high-impact ideas
to bring back to your team.



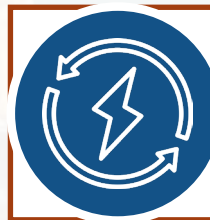
GAIN TACTICAL INSIGHTS

Leave with ideas you'll want to apply immediately



FOSTER PEER COLLABORATION

Share and learn real-world lessons and strategies with peers



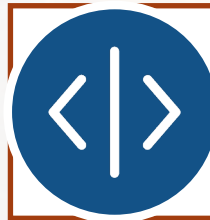
RECHARGE AND REFOCUS

Reset in the luxury setting
to renew and sharpen your perspective



EXPLORE INNOVATIVE SOLUTIONS

Are you optimizing your speed to market with the latest tech.



DISCOVER STRATEGIC INFLECTION POINTS

Walk away with connections and clarity to lead with confidence

RETREAT OBJECTIVES

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The Perfect Environment

Set against the serene backdrop of Balboa Bay Resort in Newport Beach, California, Retail Edge offers the perfect environment for clarity, creativity, and connection. From strategic deep-dives and solution-focused discussions to networking experiences that go beyond the usual, this retreat is more than a meeting—it's a catalyst for transformation.

Whether you're refining national rollout strategies, exploring new technologies, or navigating cross-functional challenges, Retail Edge is your opportunity to gain fresh perspectives and forge partnerships that last well beyond the retreat.

We're honored to welcome you into this powerful community.

Let's make these two days count!



Maximize Impact - Drive Results

AGENDA OVERVIEW

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DAY 1 ARRIVAL + WELCOME

Wednesday, September 16, 2026 - Event Check in at the Bay View Room, Second Floor

Time	Activity	Details
12:00 - 1:00 PM	Welcome Lunch	Bay View Room Patio
1:00 - 2:45 PM	Keynote Anne Mezzenga, CEO Retail Field Report	Bay View Room
2:45 - 3:00 PM	Break	
3:00 - 5:00 PM	Retailer Introductions and Discussions <i>What are you takeaway goals?</i>	Bay View Room
5:00 - 6:30 PM	Duffy Boat ride + Appetizers to Dinner Boarding 5:00 - 5:10 PM	Meet on resort dock 3 boats
6:30 - 8:30 PM	Dinner	Louie's By The Bay
8:30 PM	Social Hour	Local Favorites



Keynote by Anne Mezzenga

**RETAIL
FIELD
REPORT**

If you've brought a guest, they are invited to lunch, boat ride, dinner, and social hour



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AGENDA OVERVIEW

DAY 2 INSIGHT + INNOVATION

Thursday, September 17, 2026 - Bay View Room, Second Floor

Time	Activity	Details
7:30 - 9:00 AM	Group Breakfast Buffet	Bay View Room Patio
9:00 - 12:00 PM	Roundtable Discussions	Bay View Room
12:00 - 1:30 PM	Group Lunch	Bay View Room Patio
1:00 - 4:00 PM	Optional Group Breakout Sessions	Bay View Room, Patio,
1:00 - 4:00 PM	Optional Group Site Tours	Meet in the Lobby
1:00 - 4:00 PM	Optional Apex Campus Tours	Meet in the Lobby
5:00 - 6:30 PM	Duffy Boat ride + Appetizers to Dinner Boarding 5:00 - 5:10 PM	Meet on resort dock 3 boats
6:30 - 8:00 PM	Dinner	Cannery Seafood of the Pacific
8:00 PM	Social Hour	Local Favorites

If you've brought a guest, they are invited to all group meals and activities.



Maximize Impact - Drive Results

AGENDA OVERVIEW

DAY 3 PORSCHE EXPERIENCE LOS ANGELES

OPTIONAL - Friday, September 18, 2026

7:00 AM - 1:00 PM

Time	Activity	Details
7:00 - 1:00 PM	Porsche Experience Los Angeles	Carson, CA
7:00 - 7:30 AM	Light Breakfast before Departure	Blend Cafe First Floor
7:30	Depart for PELA	Meet at the Valet Area
8:30 - 9:00 AM	Arrival & Registration	At Porsche Experience Los Angeles
9:10 - 9:30 AM	Driver's Briefing	
9:30 - 11:00 AM	90-Minute Drive Experience Mid vs. Rear	2 vehicles/drivers per trainer, radio communication 1 driver per vehicle
9:30 - 11:30 AM	Driving Simulator Lab	Virtual Experience Room
11:00 - 11:30 AM	Demonstration Laps (approximately 5 minutes)	Sit with a Professional Driver for Handling Circuit or Drift Demonstration Laps
11:30 - 1:00 PM	Group Lunch Restaurant 917	At Porsche Experience Los Angeles



Keynote Speaker - Anne Mezzenga

DAY 1

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Anne Mezzenga



Anne Mezzenga is a top retail influencer, National Retail Federation Top Retail Voice, CEO of Retail Field Report, one of the fastest-growing media platforms in retail, where she provides expert commentary on the future of the retail industry and current trends. Anne also serves on boards for Simbe, Firework, Buncha, Broadhead, Scrollmark, and UPS-acquired Delivery Solutions. Anne was an executive leading Target's Store of the Future project and spent time in leadership positions at advertising agencies, Martin Williams and Fallon, as well as media outlets, NBC Universal in New York and Minneapolis FOX affiliate, KMSP. From 2014-2022, she also owned and ran operations and marketing for three boutique fitness facilities in the Twin Cities.

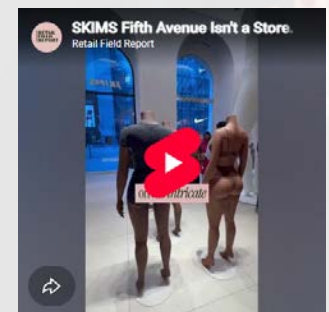
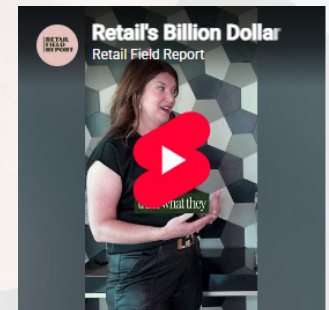
What's Really Happening In Retail

From the whiteboards in the boardrooms to the box cutters in the back of the house. Anne Mezzenga and the Retail Field Report uncover the people and the stories behind some of retail's biggest brands.

NRF Top Retail Voice

Top 100 Retail Influencer

Follow **Anne Mezzenga** and **RetailField Report** at <https://retailfieldreport.com/>



Peer Discussions & Executive Roundtable Topics

DAY 1 + 2



Focused around topics of interest that you presented and we surveyed, conversations will be driven around:

- **Business Strategy**
- **Construction**
- **Design / Value Engineering**
- **Facilities / Capital Planning**
- **People & Leadership**
- **Process & Optimization**
- **Technology & Innovation**

and more!

If you have not completed the **Discussion Topic Survey**,

Please click to begin [Discussion Topic Survey](#)

Or scan



Duffy Boats on the Bay and Dinner **DAY 1**

Newport Beach Harbor

Cruising isn't just a relaxing activity in Newport Beach—it's a lifestyle. We will travel to dinner via a couple of Duffy Boats and glide through the waters of Newport Harbor to catch the sunset, passing gorgeous coastal estates and magnificent yachts. Onboard we'll serve drinks and appetizers in advance of our dinner at Louie's By The Bay where our boats will be dropping us off.



Louie's
BY THE BAY

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Louie's by the Bay is a modern Italian steakhouse located on the waterfront along picturesque Mariner's Mile in Newport Beach. With a 180-degree view of Newport Bay, a warm elegant design, and exceptional service, Louie's brings an unparalleled concept to Newport Beach. The restaurant is owned and operated by longtime restaurateur, Ron Salisbury of The Cannery Seafood of the Pacific.. The menu features authentic charcuterie, unique fresh pastas, prime steaks and chops, and a truly exceptional wine list.



Duffy Boats on the Bay and Dinner

DAY 2

Newport Beach Harbor

Again, you'll have the option to cruise in Newport Beach harbor in an intimate setting, with drinks and appetizers on our way to dinner at The Cannery Seafood of the Pacific.



Cannery Seafood of the Pacific

Cannery Seafood of the Pacific has been a fixture to Newport Beach for over 95 years. Located in the Cannery Village, specializing in more than the freshest and most flavorful seafood, as well as delicious steaks, chops and salads prepared with flair & imagination. Dine al fresco on the heated & enclosed patio where you can relax and watch luxury yachts cruise past on the Rhine Channel.



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PORSCHE EXPERIENCE CENTER Los Angeles

DAY 3 (OPTIONAL)

PORSCHE

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Drive Experience

Porsche performance, from the drivers seat (90-minutes)

A variety of drive experiences to facilitate team building and have a great time on and off the track.

There's no better way to experience Porsche Passion than behind the wheel. Build your driving skills with personal instruction from our world-class Porsche Drive Coaches. During each session you'll explore a variety of driver development modules and learn the why and how a Porsche vehicle responds.

Demonstration Laps

Handling Circuit or Low Friction Handling Circuit, each offering a unique experience from the passenger seat. Demonstration Laps give you the opportunity to choose from a variety of sports car models.

Simulators

It doesn't need to be real to be fun.

When you're not on the track, experience the thrill of driving on some of the world's greatest race tracks in our Simulator Lab. Choose between a number of vehicles with highly authentic physics and performance characteristics.



**CLICK TO WATCH AN
EXPERIENCE VIDEO**

Restaurant 917

Dining served with a side of adrenaline.

An exquisite experience, catered to your style. With precision and passion, we create dining experiences your guests will savor and remember.

www.porschedriving.com/los-angeles/

RESORT VENUE DETAILS



1221 West Coast Hwy
Newport Beach, CA 92663

Coastal Luxury & Retreat Offerings

Waterfront Elegance Meets Executive Escape - Set along 15 exclusive acres on Newport Harbor, Balboa Bay Resort is Newport Beach's only Forbes Four-Star and AAA Four-Diamond waterfront destination, and consistently ranked as the #1 resort in Newport Beach by U.S. News & World Report. With Mediterranean-style architecture, sweeping water views, and California coastal ambiance, the resort blends sophistication with serenity. *(Offerings subject to additional fees)*

Hospitality Services Included

- Wine Pour daily 3:00pm-5:00 pm
- Shuttle service within 2-mile radius of resort
- In-room Nespresso coffee and tea service
- 24-hour access to resort fitness center
- 24-hour access to business center
- Access to Balboa Bay Resort custom app including choice of newspapers or magazines through Press Reader app as well as a mobile key feature
- Wireless internet service for unlimited devices
- Chromecast streaming service
- Use of beach chairs, towels, umbrellas, life vests and sand toys
- In-room bottled water replenished daily
- Evening turndown service
- Use of beach cruiser bikes (1-hour)
- Children's Amenity

EDGE Discounted Rates

- \$150/night includes Resort Fees
- Reduced Overnight Valet Parking \$40
- Day Valet Parking \$25



WELLNESS + RECREATION

- A full-service Balboa Bay Spa featuring signature massages, skin treatments, steam rooms, sauna, whirlpool, and quiet lounge areas for executive reset.
- Drybar salon on property for premium styling services (including champagne-blowouts).
- Resort pool deck with coastal-chic cabanas, lounge beds, and water-facing seating—perfect for leisure or informal networking by the marina.

HARBOR + WATERFRONT ACTIVITIES

- Resort includes its own 130-slip private marina, accommodating up to 150 boats & yachts, with guest dock access for waterfront enjoyment.
- Watercraft rentals available onsite: paddleboards, kayaks, Duffy boats—ideal for team-building sessions, exploration, or sunrise reflection on the breeze

DINING

- A+O Restaurant | Bar: Elevated coastal cuisine and creative craft cocktails, led by Executive Chef
- Prabeen Prathapan with signature elements like a smoked cocktail cart.
- Blend Café: Light grab-and-go offerings, perfect for informal meetings or coffee breaks by the water.
- Waterfront pool bar and 24-hour in-room dining for flexible refreshments throughout the day.

LOCAL ATTRACTIONS

If you're visiting Newport Beach, California, here's a list of local and extended attractions that are perfect for travelers from out of town.

Local transportation

- Walking and biking are great around Balboa; rideshares or rental car works well for nearby beaches, parks, and day trips.
- **Balboa Island Ferry** (Balboa Peninsula - Balboa Island) - This charming cash only ride is an entertaining and scenic way to connect with Balboa Island's shops, restaurants, and waterfront strolls—much quicker (and more delightful) than the longer road alternative.

Local Attractions

(within a short walk or drive)

- **Balboa Island & Village** – A charming seaside community with waterfront shops, restaurants, galleries, and the historic Balboa Pavilion. Don't miss the classic Balboa Auto Ferry ride over to the Fun Zone.

- **Balboa Fun Zone** – Just steps from the resort, this family-friendly waterfront area features the iconic Ferris wheel, boardwalk arcades, harbor cruises, and casual dining.
- **Newport Beach Pier & Balboa Pier** – Both are perfect for strolling, fishing, and waterfront views—especially at sunset. Nearby restaurants offer dock-side dining options.
- **Sherman Library & Gardens** – A peaceful botanical haven in Corona del Mar, just a few miles away—ideal for a quiet afternoon walk.
- **Corona del Mar State Beach & Little Corona Beach** – Clean sandy shoreline and tide pools, perfect for swimming or exploring coastal scenery.

Water & Nature-Based Activities

- **Upper Newport Bay Nature Preserve:** Three miles inland from the resort, offering scenic trails, birdwatching, kayaking, and paddleboarding in the back bay estuary.
- **Crystal Cove State Park:** A short drive south offering nearly 3 miles of rugged coastline, tide pools, cliffs, and hiking trails—great for an outdoor excursion.

- **Boat Tours / Whale Watching:** Seasonal cruises run from Newport Harbor and can offer sightings of marine life like dolphins and whales (especially spring/summer, but some fall tours may be available).
- **Stand-Up Paddleboarding, Kayaking & Sailing:** Popular harbor and bay options available via outfitters near Balboa Island or Newport Dunes.

Arts, Shopping & Cultural Spots

- **Fashion Island Mall:** A premier shopping destination with upscale retailers, eateries, and an open-air garden experience just a few minutes away by car.
- **Orange County Museum of Art:** Located in nearby Santa Ana, offers a modern art collection and may be a fun cultural outing (about 20 min drive).

Day Trip Ideas

(within ~1 hour drive)

- **Laguna Beach:** Scenic cove beaches and art galleries make this an ideal half-day trip south along the coast.
- **Pacific Coast Highway Drive:** Cruise the coast through Crystal Cove, Torre Canyon, and enjoy the ocean views and trails—the perfect scenic stretch of California’s PCH.
- **Catalina Flyer Ferry (Newport Beach → Catalina Island)**
A one-way trip from Newport Beach’s Balboa Pavilion to Avalon on Catalina Island, taking approximately 75 minutes.

Local Restaurants

Nearby Waterfront & Harbor Views
(within ~1 – 1.5 mi)

- **The Dock** – A small, intimate harbor-side venue known for elegant dishes like rack of lamb or fresh Alaskan halibut. Cozy and upscale—reservations recommended.
- **Bear Flag Fish Co.** – Casual seafood counter with stellar poke, tacos, burritos, and fresh fish—ideal for a delicious harbor-front lunch.

- **Nobu Newport Beach** – High-end Japanese dining in luxurious Lido Marina Village. Well-known for signature dishes like Yellow-tail Sashimi with Jalapeño and Black Cod Miso; perfect for a special dinner evening.

Classic Local Favorites & Variety (within ~1–2 mi)

- **The Crab Cooker** – Newport Beach’s seafood institution since 1951, beloved for its Manhattan-style clam chowder, cracked crab legs, skewers, and relaxed, nostalgic vibe. No reservations—expect a line occasionally.
- **Sol Grill** – A neighborhood favorite blending California cuisine with surf & turf dishes—think filet mignon, swordfish, lobster ravioli—in a warm, inviting atmosphere.
- **Mama D’s Italian Kitchen** – Bustling family-style Italian spot offering classics like chicken Marsala, linguine and mussels, and eggplant Parmigiana in a lively environment.

- **Crystal Cove Shake Shack** – Not affiliated with the chain; this charming beach-side burger shack offers burgers, fish & chips, and shakes with an unbeatable coastal view—fun, casual, and iconic.
- **Balboa Bars** – Since 1945, claims to be the original frozen banana stand on Balboa Island

[Other Newport Beach Attractions](#)

Scan or click on the QR code below to learn more



Use the Apex’s FunEx Discount code to plan activities in advance.

Sign up under Apex Imaging Services with company access code: **AIS**

www.funex.com

SEE YOU SOON!

Have questions?

Need assistance before you arrive?

Reach out to the BD Team or

Gie Ramos. Contact link below:

www.apeximagingervices.com/conference

