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## **Connecticut Chapter SIORs attend New Haven retail seminar**

August 04, 2011 - Connecticut

On July 27th, many members of the Connecticut Chapter of SIOR attended a seminar on a new downtown retail strategy for New Haven. The presentation of the Retail Merchandising Plan and Position Strategy in Downtown New Haven featured national retail consultant, Michael Berne of MJB Consulting. Many Connecticut SIOR Chapter members practice in metropolitan downtown areas, and the presentation offered new and relevant ideas about merchandising, tenant mix as well as insight into how some of the special service districts operate.

MJB Consulting is a retail planning and real estate consulting firm based in New York City and the San Francisco Bay Area. The firm is retained by a wide variety of clients across the United States and Canada to undertake market analyses, devise retail strategies and guide tenant recruitment efforts.

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