

# Skip 'Jailhouse Rock'

**WARREN**  
**Ebert**  
(illustrated)  
and his crew  
from Sentinel

Property Group have been Rockin' the USA, taking a pilgrimage through the Deep South to feast on Americana and pay homage to music and literary legends. The team found themselves on the wrong side of the law on one occasion. The Sentinel team's itinerary was devised by the firm's chief experience officer (CXO) and music tragic **Michael 'The Professor' Sherlock**, who plotted a road trip through the southern states of Tennessee, Alabama and Mississippi. Ebert, Sherlock and co. visited "The King" **Elvis Presley's** former mansion at Graceland in Memphis, Tennessee, and the legendary Sun Studios where Presley, **Carl Perkins**, **Jerry Lee Lewis** and **Johnny Cash** recorded "smash hits" in the 1950s. They also toured the Johnny Cash Museum in Nashville. In Mississippi, they went down to the "Crossroads" to Clarksdale where legendary bluesman **Robert Johnson** sold his soul to the devil to get Rock 'n' Roll.

During that trip, City Beat hears a Mississippi Highway Patrol officer pulled the Sentinel crew over for speeding, but they were let off after telling the officer:



## CITY BEAT GLEN NORRIS

"We're all from Australia!". The business side of the first big Sentinel trip overseas since Covid-19 was to take part in ICSC 2022 in Las Vegas. Formerly known as the International Council of Shopping Centers, ICSC holds the retail and marketplaces industry exhibition in May each year with major players from around the world attending.

Sentinel is now in Australia's premier league of shopping centre owners after purchasing Casuarina Square in Darwin for \$400m last year.

