



ANGELA WEST, SIOR, MCR
2015 SIOR PRESIDENT
CBRE, TULSA, OKLAHOMA

Dear SIORs,

2015 promises to be a memorable year for commercial real estate. Office and industrial markets continue on an upward trajectory as the economy provides fuel for growth. The SIOR commercial real estate index has reached a level of 116.3, an astonishing 16.3 points above what is considered a balanced market, and the highest level in over seven years; indicating substantial market expansion. In addition, SIOR now has more than 3,100 members and experienced an outstanding 97 percent renewal rate last year, signifying the commitment of our members and the strength of the SIOR designation. With that being said, welcome to our newest members, and welcome back to our committed members.

CHAPTER VISITS

I have been delighted to have the opportunity to visit many of our chapters, and meet so many talented and successful brokers. Recently I met a man who has been a member for 70 years and it reminded me of the rich history we have as an organization. As we work diligently to continually improve SIOR we should also reflect on what others before us have built. It has been a remarkable journey and honor to connect with many of our members one-on-one. I want all our members to know we are so fortunate to have so many remarkable leaders who volunteer their time to their chapter. I am impressed with the vibrancy of our chapters and the strength of our local networks – and furthermore the talent of our brokers and depth of our membership. Each visit makes me more proud to be your president and further ignites my commitment to SIOR.

A large part of our chapters' success is also due to our local sponsors; I would like to thank them for the generous contributions they have made to SIOR. Your support, donations, and commitment make many of our events possible and allow our chapters to succeed on a regional level.

STRATEGIC WORKING GROUPS UPDATE

As many of you know, our newly initiated strategic plan is one of our main projects this year and I am happy to report that the planning efforts and strategic groups are in motion and moving strong. The ongoing projects will be leveraging consultants and thought leadership to evaluate and propose new directions for the years ahead. It is an exciting time and progress is underway.

The working groups are committed to uncovering the best possible strategies to improve the organization for years to come. Each chair has provided a brief update of progress to date. Please note that all groups are still in the planning phases, and concepts are subject to change.

Governance – Chair: Allen Gump

The Governance Working Group has developed a proposed new governance structure that features a nine-member Board of Directors, a Regional Leadership Council consisting of Chapter Presidents, Vice Presidents, Regional Directors, and Administrators, and a Governance Leadership Council that includes “major stakeholders” in SIOR. The proposed new structure is currently being examined and evaluated to ascertain that its implementation will accomplish the goal of “nimbleness” in governance.

Education Working Group – Chair: Bob Percival

The Education Working Group has identified four key initiatives to growing SIOR's educational offerings. Work is currently under way on expanding SIOR's online education content. New training opportunities are being explored for younger brokers via the development of a Broker Bootcamp course. Finally, we are exploring advanced education for SIOR members via conference content, other new educational opportunities, and partnerships with CRE organizations.

Thought Leadership – Chair: Geoff Kasselmann

The Thought Leadership Working Group continues to progress through an array of big concepts and ideas. Each potential concept is being evaluated, sorted, organized, developed and prioritized based on the group's goals and objectives, the respective fit with the other facets of the on-going strategic planning process, as well as with budget and staff considerations. To date we have evaluated over 20 possible concepts and have narrowed the field of actionable items to eight truly impactful thought leadership items that would have near- and long-term viability and would represent the entire SIOR community well in nearly every respect. We will further refine this list in the coming weeks and expect to arrive at three to five well-vetted and developed thought leadership ideas that are truly actionable, impactful and orchestrated with the overall strategic planning objectives and initiatives.

Messaging – Chair: Robert Thornburgh

The Messaging Working Group is focused on improving SIOR's brand awareness and messaging. The group has already developed a new print and digital ad campaign for 2015. The working group has also hired a digital advertising vendor to begin a new area of micro targeted advertising campaigns to increase brand recognition and attract new audiences. Campaigns will begin to run later this Spring. Furthermore, the working group is in the final process of selecting a strategic brand alliance partner that will help steer us into a strong rebranding and messaging plan for SIOR in the years to come.

Member Segmentation – Chair: Mark Duclos

The Member Segmentation Working Group has chosen a new consultant to spearhead a deep analysis of SIOR's member base and help recommend the best way to segment and reach out to the various member audiences. The LapIne Group, based in McLean, Virginia, was selected as the consultant. The project will take several months to complete, and will include a variety of select member interviews.

SIOR NETWORKING RESOURCES

My busy schedule often makes it difficult to stay in touch with my fellow peers and up-to-date on the latest events; with MySIOR it is a lot easier. The members-only site is really a valuable resource, if you are not taking advantage of it, you are not getting the full benefit of your membership. In addition to MySIOR you should know the outstanding benefits of using other resources; like SIOR Connect, allowing you to post listings; and reporting your M2M transactions to get recognized for your outstanding work.

For those of you who do not have a MySIOR account set up, we have numerous resources to help you get started; video tutorials on our website, step-by-step written instructions, live webinars, and the staff at SIOR headquarters is always willing to help. If you are lacking in the social networking area, now is the time to get with it!

SPRING WORLD CONFERENCE

The Spring World Conference in Scottsdale, Ariz., is around the corner. Please join us April 22-25, to leverage your SIOR designation and network with elite commercial real estate brokers around the world. This spring's conference will include three outstanding general sessions, numerous breakout sessions and plenty of social events and networking opportunities!

At the Opening General Session, sponsored by Bank of America Merrill Lynch, neuroscientist Dr. Daniel Levitin will speak on "The Organized Mind: The New Brain Science behind Productivity and Success." Dr. Levitin combines cutting-edge neuroscience, cognitive psychology, and practical advice to show us how to use our brain's natural operations and adaptability to create systems that work. He will share deep insights about how the human mind works and ways we can manage our lives better by organizing our mind for a more satisfying and successful life.

The Prologis Speaker Series Friday General Session will be presented by Carlos Gutierrez, the former CEO of Kellogg Company, and the former secretary of commerce. With dual perspectives from the highest levels of government and business, Carlos Gutierrez will look at our current economic situation and why organizations should be optimistic about doing business in America. He discusses what businesses can expect in the next five to 10 years and how they can capitalize on opportunities.

The Saturday General Session will feature Retired Navy Admiral James Stavridis. A visionary with over three decades in uniform, he will share with us poignant lessons on leadership and vivid moments from historic military operations and will provide a behind-the-scenes look at some of the most pressing challenges of our time and what must be done to take command of our future.

Please note the Panattoni Party has changed to Friday night so be sure to plan your flights accordingly and register soon for another epic SIOR World Conference.



Angela West, SIOR, MCR,
SIOR President

**2015
SCOTTSDALE
SPRING WORLD CONFERENCE**

**APRIL 22-25
WESTIN KIERLAND RESORT & SPA**

