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**2013-14 PRESIDENT, SIOR**  
**CUSHMAN & WAKEFIELD, LAS VEGAS, NV**

**A**s the 2013 year comes to a close, I am looking forward to what the new year will bring. There is a feeling of renewed growth in the industry, and the same excitement of improved change can be felt at SIOR headquarters. I am honored and privileged to serve as your incoming SIOR President and am excited to support and grow the network of elite members that make up this fantastic organization. There are a lot of great initiatives to be implemented in 2014 that will enhance the power and benefit of SIOR. As my term as president begins, I'd like to take a moment to reiterate our vision and share our goals for 2014.

## BRANDING

As many of you witnessed in my conference promo video during the Fall World Conference in Chicago, branding is my #1 focus in 2014. I will work with designated leaders to execute a marketing refresh of SIOR's external marketing pieces and offer them to the Chapters. This will put an increased focus on our branding and advertising efforts toward owners, users, and developers of industrial and office real estate, as well as our past, current and prospective members.

## COMMUNICATIONS

Over the past two years, SIOR has worked hard to provide new digital communications services to improve the membership benefits. Pulling all of the recent products and services together is a newly revamped MySIOR website. The recently improved MySIOR launched during the Fall World Conference and offers members a place to network and collaborate, share best practices, communicate with private community discussion forums, and post and share materials. It serves as a one-stop resource for all SIOR services, such as SIOR Connect and SIOR Pulse. If you don't already know about MySIOR, SIOR Connect, or SIOR Pulse, I suggest you log on to [my.sior.com](http://my.sior.com) to take advantage of everything.

## RECRUITMENT & RETENTION

At SIOR we strive to surround ourselves with the best of the best in commercial real estate. We will continue to provide

resources to the chapters so that they may identify potential members and develop future members that do not yet qualify. We will make an effort to increase member and chapter awareness of our new digital products and services, as well as continuing to develop awareness of the M2M transaction program. In addition, we will be assisting the Independent Brokerage Group (IBG) in expanding its offerings at SIOR Conferences, via web programming, and through MySIOR.

## CENTER FOR CAREER ADVANCEMENT

We will continue to provide the best education resources to our members. This year we will be moving SIOR's student course materials to an e-book format for increased accessibility. We are also updating our Online Ethics & Professional Standards Course to provide timely and effective training on how our members are expected to conduct their business. These new resources will be presented in conjunction with our existing educational offerings to maximize learning and growth potential in SIOR members.

## COMMITMENT TO THE FUTURE

I am fortunate to work with an exceptional leadership team in the SIOR Board of Directors, as well as a hard-working headquarters staff. I can assure you that all are working hard to making 2014 the best year yet. You will see a listing of the 2014 leadership team within this edition. I invite anyone with thoughts or questions regarding our efforts to contact me at [mhillis@comre.com](mailto:mhillis@comre.com).

## THANKS TO TERRY

I have incredibly large footsteps to follow, and I must thank Terry Smith, SIOR, CCIM, for his exceptional dedication and involvement over the past several years. His commitment to SIOR and passion for the organization and the industry was apparent in every event he attended and every contribution he made. I look forward to continuing the great achievements he helped start.