

A MESSAGE FROM THE PRESIDENT



**Geoffrey Kasselmann, SIOR,
LEED AP**
2017 SIOR President
Newmark Grubb Knight Frank,
Chicago, Illinois

Dear SIORs,

As my year as your SIOR Global President comes to an oh-so-fast conclusion, I find myself reflecting on the incredible opportunity I've had to serve this great organization.

From ringing the bell at the NYSE and presiding over our single largest conference ever, to sharing the stage with the likes of Rudy Giuliani, Tom Brokaw, and James Carville and Mary Matalin, the conferences in New York and New Orleans will always bring a smile to my face. Likewise, traveling across the country and around the world to meet with fellow SIORs, engaging with our chapters, and extending the reach of the SIOR brand, has been far more rewarding than anticipated! These are merely a few of the things I will always fondly remember.

We have accomplished a significant amount of business over the past several months as well. We grew our membership applications and extended our global reach; launched the inaugural SIOR Service Day and Task Forces to report on opportunities in the pivotal areas of Education, Candidate Program, and Growth; increased our Member and Chapter engagement, become more digitally-driven, delivered more thought leadership, and enhanced our brand. We laid the groundwork for generational change and we will soon conclude our

comprehensive search for a new SIOR CEO. Meanwhile, our retention rate exceeds 97 percent. In short, SIOR remains in an enviable, strong position by every metric, and yet our best days lie ahead.

Sharing such great results is a reflection of you – our leaders, our members and chapters, our content contributors and subject matter experts, each of you passionate for SIOR and focused on your respective specialties that make you so successful. That's why I'm particularly excited about the article *The Unique Advantage to Specialization* (pg 28) in this Fall edition of *SIOR Report*. I'm a big believer in following your passion and carrying that over to your business. My personal passion for technology and sustainability are an example of this, having served my clients well by adding value in areas they are not as well-versed in.

In closing, I must thank everyone on the SIOR staff – you are all amazing – and my fellow SIOR elected officers and leaders. I would like to express my sincerest gratitude to each of you for your thoughtful, valuable volunteer leadership, mentorship, and friendship. This is anything but a one-person job and any results and achievements result from all of us working together. Lastly, I want to emphasize what a brilliant, determined

and charismatic leader SIOR will have next in Del Markward. I sincerely look forward to working closely with Del and the 2018 Board of Directors to continue to drive SIOR's momentum and achieve all that we can for you - our dedicated members.

Please enjoy this great issue of *SIOR Report*, and please accept my sincerest thanks for the opportunity to have served as your 2016 - 2017 SIOR Global President. It has been one the greatest highlights of my career.

Sincerely,



Geoffrey Kasselmann, SIOR, LEED AP,
2017 SIOR Global President



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John Barker, Jr. SIOR
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