



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

Dear SIORs,

In 1941, SIOR began as SIR. It wasn't until 1987 that the "O" for office was added to the organization. Office brokerage was beginning to be recognized as a specialty practice in brokerage and needed its own focus and attention. As an SIOR Office Specialist, one of my goals has been to increase the value of SIOR to our office brokers while exceeding expectations for our deep bench of industrial brokers.

I am pleased to announce that over the past five years SIOR has seen a 25 percent growth in new office membership. SIOR, together with the SIOR Office Working Group, established in 2013, has been working to grow office membership and office member participation through a number of initiatives, including:

- Increasing programming at conferences and chapter events
- Networking events at World Conferences
- Promoting office membership in SIOR
- Top 100 Office Deals flyer

By concentrating on the development and execution of programs that are beneficial to office members who currently represent 35 percent of the membership, we hope to see even more growth in new office membership in the coming years.

PROMOTING SIOR

SIORs complete an impressive number of transactions across the globe. This year SIOR produced a flyer showcasing the Top 100 Office Deals from 2014, totalling more than 17,500,000 square feet. This flyer was distributed to the entire membership, as well as more than 600 Fortune 1000 companies.

Looking ahead, office-content themed conference sessions will be held at the 2015 Fall World Conference in Chicago and the 2016 Spring World Conference in San Diego, focused around technology in communication, media, and medical space. SIOR also plans to attract more office landlord sponsors and attendees to the conferences and chapter events.

FALL WORLD CONFERENCE

This year's SIOR Fall World Conference in Chicago, Ill., will be held on October 8-10, at the Palmer House, a Hilton Hotel. Conference highlights include educational sessions, optional events, networking and social events, and three keynote speakers.



Neil Pasricha is a New York Times best-selling author of *The Book of Awesome*, award-winning blogger, and one of the most popular TED speakers in the world. At the Opening General Session, Pasricha will deliver a blend of positive psychology trends, strategic frameworks, and contagious passion for workplace happiness.

Josh Linkner, a four-time successful tech entrepreneur, keynote speaker and CEO, will deliver the General Session Prologis Speaker Series Keynote. Linkner teaches that creativity and innovation are the lifeblood of all human progress.



Dr. Peter Linneman, real estate expert who was named "One of the 25 Most Influential People in Real Estate" by REALTOR® magazine and was listed in *The New York Observer's* "100 Most Powerful People in New York Real Estate," will present the Saturday General Session.

The Office Working Group has planned three breakout sessions at the upcoming Fall World Conference; breakout sessions including: Office Segmentation: Solving the Big Real Estate Problems, Office Best Practices, and Office Market Trends.

Industrial breakout sessions include a session on national industrial market perspectives and the millennial generations' impact on real estate, commerce, distribution, and the corporate workplace. In addition, there will also be two technology focused sessions, a session on smart prospecting, the SIOR global session, and a session on hot conversations in commercial real estate.



2015 FALL WORLD CONFERENCE

PALMER HOUSE, A HILTON HOTEL



INTERNATIONAL EUROPEAN CONFERENCE

The SIOR International European Conference will be held in London, U.K., at the Grosvenor Square Marriott on June 23-24, 2016. There are two outstanding optional events scheduled, a tour of King's Cross, the largest mixed use development in single ownership to be developed in central London for over 150 years; and a visit to London's Gateway, a newly built, state-of-the-art, highly automated deep-sea container port. This is going to be an event you don't want to miss.

CLOSING REMARKS

I am extremely grateful for the opportunity to serve as your President. The leadership team has completed the most comprehensive strategic planning process in decades, and I know the future of SIOR is in great hands. Please join me in welcoming the 2015-2016 Executive Committee:

I would also like to thank the SIOR headquarters staff in Washington D.C. for all of their hard work. I have had the opportunity to see first-hand what they do to keep this organization growing, and the benefits and services they continue to build and enhance for the SIOR membership. It has been a pleasure serving as your 2015 SIOR President, thank you for a memorable year!

Angela West, SIOR, MCR,
SIOR President



**2015 - 2016
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