

# A MESSAGE FROM THE PRESIDENT



**Geoff Kasselmann, SIOR,  
LEED AP**  
2017 SIOR President  
Newmark Grubb,  
Chicago, Ill

Dear SIORs,

I am deeply honored to begin my term serving as your SIOR Global President. Having the opportunity to lead the pre-eminent organization of real estate professionals from all over the world (35 different countries to be exact!) is an incredible privilege. Additionally, I couldn't be more proud to be stepping in as we complete our year-long celebration of SIOR's 75th Anniversary.

2016 has been filled with festivity, reflection, and optimism for the future. While SIOR began in 1941 simply assisting the WWII effort as an industrial organization, today we embrace both office and industrial, independent and larger firms alike, with a pulse on the current and future trends of the industry. SIOR designees are more knowledgeable, ethical, and experienced than ever, while still poised to join together to serve the greater good. In fact, there has never been a better time to be an SIOR!

But now it is time to turn a keen eye to the future. SIOR is taking great steps to make sure the organization remains prominent, highly regarded, and value-driven for the foreseeable future. As a result of our recent comprehensive strategic planning process, SIOR is presently focused on five core priorities, including: 1) Enhancing member engagement 2) Strengthening the SIOR brand 3) Embracing a data-driven culture 4) Generating industry-wide thought leadership and 5) Increasing SIOR Chapter engagement. There are dozens of coordinated tactical initiatives underway in conjunction with these core priorities to lead us toward the brightest SIOR future possible.

In fact, our just-completed SIOR Fall World Conference in New York City was a great reflection of just how well SIOR showcases our glorious past, strong present, and progressive future. With nearly 1,200 people in attendance, we had our largest and most successful conference ever! Thanks to the New York City/Downstate Chapter who helped put on a stellar event in a world class city.

The SIOR Diamond Tour, a Chapter-led effort that traveled from chapter to chapter to honor SIOR's 75<sup>th</sup> Anniversary, was concluded in New York City after launching in April in San Diego. The Diamond Tour torch, similar to the Olympic torch, has traveled to all 48 chapters, including Mexico and Europe, with photos and GoPro video captured at each stop along the way. Be sure to check out the resulting photos and stories from this amazing all-time effort on page 62.

Finally, I want to offer special thanks and congratulations to Allen Gump, SIOR, our fearless and tireless leader over the past 12 months. He has been an enthusiastic and dedicated SIOR President and I have enjoyed working closely with him.

Please join me and the other SIOR leaders as we embrace the future and position SIOR for continued greatness. In the meantime, I hope you enjoy this issue!

Sincerely,

A handwritten signature in blue ink that reads "Geoff Kasselmann". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Geoff Kasselmann  
SIOR President