



**SIOR 2013
Fall World
Conference**

PRELIMINARY PROGRAM

**Conference Overview
Schedule of Events
Education Program
Networking Opportunities
Hotel & Travel Information
Sponsors & Exhibitors**

A black and white photograph of the Chicago skyline at night, with numerous skyscrapers illuminated. The word 'CHICAGO' is overlaid in large, red, marquee-style letters with white dots.

CHICAGO

October 24-26, 2013 • Hyatt Regency Chicago

Society of Industrial and Office REALTORS
1201 New York Ave., NW, Ste. 350
Washington, DC 20005
www.sior.com

General Meeting Information

The SIOR Fall World Conference is the not-to-be-missed commercial real estate event of the fall. Don't miss this opportunity to increase your professionalism and enhance your business network. The meeting includes sophisticated educational programming and provides a number of networking and social opportunities.

The conference is designed to help you connect, build strong relationships and facilitate business and deal generation with other SIORs, industry colleagues and sponsors and exhibitors, all while enhancing your knowledge on the latest trends in industrial and office real estate.

Conference Education Committee

Brad Kitchen, SIOR, Committee Chair
R. Conrad Bernard, SIOR, Vice Chair, Keynotes
Bryan Poynter, SIOR, Vice Chair, Breakouts
Jim Caronna, SIOR, Keynote Subcommittee
John Culbertson, SIOR, Breakout Subcommittee
William Froelich, SIOR, CCIM, Breakout Subcommittee
Dan Granot, SIOR, Keynote Subcommittee
Bryan Greene, SIOR, Breakout Subcommittee
Russell Hall, SIOR, Breakout Subcommittee
Rick Heilmann, SIOR, Breakout Subcommittee
Joseph Larkin, SIOR, Breakout Subcommittee
Barbara LeBrun, SIOR, Breakout Subcommittee
Chuck McCosh, SIOR, Breakout Subcommittee
Matt McGregor, SIOR, Breakout Subcommittee
Bill Mears, SIOR, Breakout Subcommittee
Todd Mendon, SIOR, Keynote Subcommittee
Curtis Sanders, SIOR, Breakout Subcommittee
Howard Saperston, Jr., SIOR, Breakout Subcommittee
Patrick Sentner, SIOR, Keynote Subcommittee
Juan Vega, SIOR, Keynote Subcommittee

Specialty Practice Board Committee

David Lockwood, SIOR, Committee Chair
David Zimmer, SIOR, Committee Vice Chair
J. Michael Boyd, SIOR, Brokerage Management SPB
Don Ossey, SIOR, Brokerage Management SPB
David Prior, SIOR, Brokerage Management SPB
Jim McDonald, SIOR, Corporate Services SPB
Patricia Loveall, SIOR, Distribution & Logistics SPB
Mark Goode, SIOR, Investment SPB
Len Caldeira, SIOR, Land SPB
Nora Hogan, SIOR, Tenant Representation SPB

SIOR Chicago Chapter

David Liebman, SIOR, JD, Chapter President
Elise Couston, SIOR, Chapter Vice President
Ed Brandt, SIOR, Chapter Admissions Chair
Dan Smolensky, SIOR, Chapter Recruitment Chair
Chris Curtis, SIOR, Chapter Retention Chair



Continuing Education (CE) Credits

SIOR applies for continuing education (CE) credits for select session in many states. SIOR will be applying for credit in the following states:

AL, AR, CO, CT, GA, IL, IN, IA, MD, MI, MN, NE, ND, NM, OH, Ontario (Canada), OR, SC, SD, TN, TX, and UT.

Attendees with licenses from AK, DE, ID, KS, LA, ME, MO, MT, NH, OK, PA and VT will be provided with information to make an individual request for credit.

SIOR will not be able to provide CE credit for the following states: AZ, CA, FL, HI, KY, MA, NJ, NM, NV, NY, NC, RI, WA, WI, WV, WY and Washington, DC.

Information will be distributed on-site noting sessions that qualify for CE, as well as a list of final approvals.

Conference Mobile App

The Fall World Conference has gone mobile to create a first-rate, on-the-go app experience for conference attendees! We strongly encourage attendees to download the app prior to arriving on-site in Chicago.

The mobile app provides easy-to-use interactive capabilities:

- Easily organize your schedule from the schedule of events with one click.
- View session descriptions and speaker bios.
- A searchable attendee list.
- Alerts provide real time information from SIOR show organizers.
- The build-in Twitter feed allows you to join the conference conversation.
- Go directly to sponsor and exhibitor websites from their profiles.
- Take pictures and share your conference experiences with other app users.
- And much more!





Schedule of Events

Tuesday, October 22, 2013

6-8:30 p.m. SIOR Board of Directors Think Tank*

Wednesday, October 23, 2013

7 a.m.-5 p.m. Registration Open
8 a.m.- 6 p.m. SIOR Leadership Conference*
6-8 p.m. SIOR Foundation Executive Committee*
6 -9 p.m. SIOR Leadership Conference Reception*

Thursday, October 24, 2013

7 a.m.-6 p.m. Registration Open
7-8:30 a.m. Committee Buffet Breakfast
8-8:50 a.m. Admissions Committee*
Member Recruitment Committee
Member Retention Committee
Nominating Committee
SPB Committee*
Conference Education Committee
International Advisory Council
Membership Standards Committee*
10-10:50 a.m. Faculty Committee*
Digital Media & Communications Committee
Professional Standards Committee*
Young Professionals Committee
10:20 a.m.1:10 p.m. SIOR Foundation Board of Trustees Meeting*
11:30 a.m.-1:10 p.m. New Member Orientation & Lunch*
12 noon-1:15 p.m. Lunch in the Exhibit Hall
1:15-3 p.m. Opening General Session
3:15-4:15 p.m. Education Council*
Membership Council*
Standards Council*
3:15-4:45 p.m. Concurrent Education Sessions (3)
5:15-5:45 p.m.. Young Professionals Meet & Greet
6:30-8 p.m. The Panattoni Party
10 p.m.-12 a.m. CenterPoint Properties After Party

Schedule of Events



Friday, October 25, 2013

7:30 a.m.-6 p.m.	Registration Open
7:45-8:45 a.m.	Legacy Circle Breakfast
8 a.m.-4 p.m.	Exhibit Hall Open
8-9 a.m.	Breakfast with Exhibitors
8-9 a.m.	Admissions 101
9-10:30 a.m.	Friday General Session: Prologis Speaker Series
10:30 a.m.-12:30 p.m.	Budget & Finance Committee Meeting*
11 a.m.-12:30 p.m.	Concurrent Education Sessions (3)
12:30-1:30 p.m.	Past President's Advisory Council*
12:30-1:50 p.m.	Lunch with Exhibitors
12:30-1 p.m.	CE Exams & Formalities
1-2:50 p.m.	Council of Chapter President's Business Meeting*
1:30-3 p.m.	Roundtable Discussions
1:30-3 p.m.	Education Session (1)
3-4 p.m.	DCT Industrial Bull 'n' Beer Reception & Exhibitor Raffle
4-5 p.m.	International Attendee Afternoon Tea
4-5:30 p.m.	Concurrent Education Sessions (3)
5:45-6:45 p.m.	President's VIP Reception*
5:45-6:45 p.m.	The Rockefeller Group Young Professionals & New Member Reception*
5:45-6:45 p.m.	Independent Brokerage Group (IBG) Reception
7 p.m.	Optional Event: Dine Arouds (\$)
7 p.m.	Optional Event: Legacy Circle/Anniversary Dinner (\$)
7 p.m.	Optional Event: Young Professionals Evening Out (\$)

Saturday, October 26, 2013

8-9 a.m.	Buffet Breakfast
8:30-10:00 a.m.	SIOR Executive Committee*
8:45-10:45 a.m.	Education Sessions (2)
10-11 a.m.	Non-Dues Revenue Committee Meeting*
10:50 a.m.-12 noon	Saturday General Session
12 noon-1 p.m.	SIOR Board of Directors Business Meeting

KEY:

* = Closed Meeting / By Invitation Only

(\$) = Additional funds/registration required

Thursday, October 24

1:15-3 p.m.

Opening General Session

Sponsored by:



Speaker: Governor Tom Ridge



Governor Ridge has grown from a young sergeant in the battlefields of Vietnam to one of the world's pre-eminent statesman. As a leading participant on the world stage, Ridge's foreign policy credentials yield a unique insight into the role that all democracies bring to the international table and the increasing importance of the American brand to U.S. engagement with the rest of the world. How does the U.S. uphold its Constitution, values and credibility in an ever changing threat environment. In this presentation, Ridge opens the door to a commanding discussion of America's strengths and challenges in security, diplomacy and economic viability as the United States and Western world continue to confront formidable foreign policy issues in the 21st Century.

3:15-4:45 p.m.

SIOR GLOBAL Session: Doing Business Around the World with SIOR

The SIOR Global Session is designed to give attendees a high-level understanding of various markets around the world. Join your fellow SIORs at this session "Doing Business Around the World with SIOR" to learn how US-based SIORs can win more business, make more referrals and assist existing multinational clients. Different geographic areas around the world will be highlighted with case studies featuring SIOR referrals and market information. Attendees will leave the session with talking points to facilitate the "global discussion" with potential and existing clients.

3:15-4:45 p.m.

Corporate Real Estate Trends and Outlook for 2013/2014

Moderator: Craig Robinson, Cassidy Turley
Panelists: Bryan Berthold, SunTrust Bank
Sarah Bagby, Genworth Financial, Inc.
Martha O'Mara, PhD, CRE, Corporate Portfolio Analytics

The global business community has experienced significant upheaval over the past three to five years - with virtually all industry impacted in one way or another. Over the coming years, this level of disruption and change for businesses is expected to continue due to global economic uncertainty, fast-changing technological and labor dynamics, regulatory and political shifts and robust emerging marketing opportunities and risks. AS a result of these and other business dynamics, the corporate real estate community is revisiting a number of long held real estate strategies around place and space.

This panel of CRE end user executives and advisors will discuss their outlook on these macro factors and the implications for the occupier sector. Specifically, they will address the outlook for demand, emerging supply requirements, workplace strategies and their advice for brokers and service partners.

3:15-4:45 p.m.

The Fight for the Midwest

Description coming soon!

Friday, October 25

9-10:30 a.m.

Friday General Session - Prologis Speaker Series Presents Sally Hogshead

Sponsored by:



Speaker: Sally Hogshead



Why are you captivated by some people, but not others? How do certain leaders convince you to change your opinion? In an engaging conversation filled with actionable takeaways, Sally Hogshead has the answers. In her acclaimed book, *Fascinate: Your 7 Triggers to Persuasion and Captivation*, Hogshead brings a strategic marketing approach to the art of Influence. Hogshead's research weaves together neurology, economics, history, biology and pop-culture. Hogshead and her work have been featured in the New York Times and on the Today Show, CBS, ABC and MSNBC.

11 a.m.-12:30 p.m.

Brokerage Management SPB: Firm Valuations and Succession Planning

Description coming soon!

11 a.m.-12:30 p.m.

Distribution & Logistics SPB: E-Commerce Fulfillment Centers and How They Are Impacting Big Box Development

Speaker: Curtis Spencer, IMS Worldwide

The rapidly expanding e-commerce sector has resulted in a shift in site selection and building requirements to meet the unique and specific needs of the industry. Traditional, brick and mortar retailers are expanding into the e-commerce market to meet consumer demands that are running at 17-19% growth, year over year. This transition by traditional retailers to support both storefront and e-commerce consumers has resulted in a few different models which will be discussed during this session. E-Com and Multi-channel buildings look and feel different than traditional big-box industrial. How will we convert traditional big-box into E-Com? And back again?

11 a.m.-12:30 p.m.

Investment Property Marketplace

Panelists: Mark Goode, SIOR
Herb Krumsick, SIOR
Roy Splansky, SIOR

This session will prepare you for today's and tomorrow's investment opportunities. Bring your property brochures and "haves" and "wants" to this interactive and fast-paced session.

Friday, October 25 cont.

1:30-3 p.m.

Roundtable Discussions

These informal educational programs take a “roll up your sleeves” approach to addressing timely and practical matters.

A complete list of roundtable discussion topics and leaders will be available on-site at the conference.

1:30-3 p.m.

The Art of Networking and Post-Transaction Services

Speaker: Steven Podolsky, SIOR

In this session you will learn the difference between a transaction broker and a relationship broker, and what it takes to do repeat business with your clients. Also discussed will be the art of networking - where, when and how to network, **and** where and when not to. We will also discuss post-transaction services designed to keep your name in front of clients long after the deal has been closed.

4-5:30 p.m.

Independent Brokerage Group (IBG): Turning Challenges Into Opportunities

This interactive roundtable discussion-based session will center around real-life case studies, summarizing best practices currently being implemented in the marketplace by fellow SIOR brokers. Examples will focus on SIORs who have created unique programs, Ideas, etc. into opportunities. Following the roundtable discussions, each table leader, with the assistance of a moderator, will report and engage the entire audience to review the information gathered. The goal will be to share the information, and as a result, enhance business opportunities for our members.

4-5:30 p.m.

The Distribution / Fulfillment Center of the Future

Sponsored by NAIOP - The Commercial Real Estate Development Association.

Moderator: Rick Collins, Ryan Companies US, Inc.

Panelists: Matt Bardy, Ware Malcomb
Brook Mechin, Riddell Kruczaba

What does the future hold for distribution / fulfillment centers? NAIOP - the commercial real estate development association - posed this question to its members as part of the organization's annual design competition. The competition invites architectural firms and design teams who work with developers and owners to submit concept plans for utilization trends, sustainability elements and new building technologies of a distribution / fulfillment center to be opened in 2020. This session will highlight the two winning designs from this year's competition: a 1,950,400 square foot warehouse designed by Ware Malcomb and an 800,000 square foot mixed use concept designed by Riddell Kurczaba.

4-5:30 p.m.

Investment SPB: A vs. B Markets for Properties and Locations - What Are the Value and Demand Differences?

Panelists: Matt Shore, DRA Advisors
James Clewlow, CenterPoint Properties

Description coming soon!

Saturday, October 26

8:45-10:45 a.m.

Leadership in Commercial Real Estate

Speaker: Mike Lipsey, The Lipsey Company

This 2-hour program is fast-paced, high energy and filled with Mike Lipsey's newest content.

In his 220 days of travel per year, Mike has had the opportunity to see best practices, trends and techniques that are being utilized from Munich to Honolulu. He will share the most important Best Practices that should be used by today's practitioners.

Some of the topics Mike will address include:

- The evolution of teams
- Changes and trends in compensation programs: dramatic changes we see in peer commission environment to commissioned reoccurring fees
- Client report and accountability
- Innovation in electronic touch campaigns

8:45-10:45 a.m.

How to Sell Sustainability

Panelists: Geoff Kasselmann, SIOR
Adam Sledd, Institute for Market Transformation
Michael Zatz, EPA / Energy Star

Without a doubt, sustainability in commercial real estate – including energy-efficiency and environmental sensitivity – has reached its tipping point. So what are you doing to provide such expertise and insights to your clients? What is your opportunity cost of doing nothing? Join us for this high-impact session to learn how to sell sustainability, create more value for your clients, and make more money for you! The 1st part of this session will feature presentations from Michael Zatz, Chief, Market Sectors Group, EPA / ENERGY STAR Commercial and Industrial Branch; Adam Sledd, Program Manager for the Institute for Market Transformation (IMT); and Geoffrey Kasselmann, SIOR, LEED AP. The 2nd part of this session will be a moderated panel discussion covering everything you need or want to know about sustainability... and more! This is one session you can't afford to miss!

10:50 a.m.-12 noon

Saturday General Session: Things Are Looking Up After the (Economic) Hurricane - A Real Estate and Economic Forecast

Speaker: Ted Jones, Chief Economist, Stewart Title



Join Ted Jones, PhD, Senior Vice President and Chief Economist for Stewart Title Guaranty Company, as he discusses real estate and the economic outlook. Dr. Jones will share his views on the commercial real estate market and what the industry can do to take advantage of opportunities in the market.

At Stewart Title, Dr. Jones addresses the information needs of stockholders, conducts on-going research and supports economic and financial analysis for the company and its customers.

EXHIBIT HALL HOURS

Thursday, October 24

11 a.m.-5:30 p.m.

Friday, October 25

8 a.m.-4 p.m.

Thursday, October 24, 2013

11:30 a.m.-1:10 p.m.

New Member Orientation & Luncheon

New members are invited to attend the New Member Orientation & Luncheon. Enjoy lunch with other new SIORs and learn how to get the most from your membership. A group photo will also be taken.



5:15-5:45 p.m.

Young Professionals Meet 'n' Greet

Join fellow SIOR Young Professionals at Big Bar in the Hyatt Regency Lobby for a drink and conversation prior to heading to the Panattoni Party.

6-7:30 p.m.

The Panattoni Party

You won't want to miss this networking opportunity! Join fellow attendees for a welcome to the conference complete with heavy hors d'oeuvres and a full open bar. This is the one event that everyone attends! **Admission to this event is included with all full registrations.** Additional tickets may be purchased for \$85.



10 p.m.-12 a.m.

CenterPoint Properties After Hours Party

Details coming soon!





Friday, October 25

3-4 p.m.

DCT Industrial Bull 'n' Beer Reception & Exhibitor Raffle

Be sure to be in the exhibit hall for the always popular Bull 'n' Beer Reception & Exhibitor Raffle. Grab a beer and learn more about the products and services of our exhibiting companies. Be sure to visit all participating exhibitors to have your exhibitor passport stamped. There will be lots of great prizes, but you must be present at the raffle to win!



5:45-6:45 p.m.

President's VIP Reception

This invitation only reception, sponsored by Liberty Property Trust and held in the Presidential Suite, provides a unique networking opportunity for VIPs to interact with and get to know SIOR's leaders.



5:45-6:45 p.m.

The Rockefeller Group Young Professionals & New Member Reception

New members, young professionals and their spouses or guests are invited to join fellow young professionals and new members for cocktails and networking.



7 p.m.

Dine-Arounds

This is your chance to sample the fine cuisine at one of Chicago's premier restaurants while networking and building new business relationships. Departure times vary. Please check the time on the sign-up sheets at the Chicago Host Chapter table on-site at the conference.

7 p.m.

Young Professionals "Evening Out in Chicago" (\$)

Join your fellow Young Professionals for dinner and an evening out in downtown Chicago. Pre-registration is required and additional details will be available soon!

7 p.m.

Legacy and Anniversary Member Dinner (\$)

Dine and network with your fellow Legacy and Anniversary Members at Shula's Steakhouse at the Hyatt Regency Chicago.

Hyatt Regency Chicago

151 E. Wacker Drive
Chicago, IL 60601 USA
P: 312.565.1234

Room Rates

Single / Double: \$269USD
Regency Club: \$344 USD
Tax: 15.4%



Hotel Reservation Notes

All room reservations must be made online at www.sior.com.

A deposit of two nights' room/tax is required to secure your reservation (it is refundable if the reservation is cancelled at least 14 days prior to your arrival). An early departure fee of one nights' room/tax will be charged to guests who depart before their reservation check-out date unless the hotel is notified 14 days prior to arrival.

Confirmations will be emailed directly from the Hyatt Regency Chicago.

Simply the best. Discover the difference between a hotel and a Hyatt when you stay at our incomparable downtown Chicago, Illinois hotel. Set within the epicenter of the city, our AAA Four Diamond Hyatt Regency Chicago is conveniently connected to the Illinois Center and within minutes of the Magnificent Mile. Sway to the electrified beat of Chicago blues and jazz greats, take in a show at Navy Pier, shop on Michigan Avenue, or enjoy a day in the park or on the water. Our cosmopolitan downtown Chicago, Illinois hotel is central to it all.

Travel Information

The Hyatt Regency Chicago is located approximately 18 miles from O'Hare International Airport (ORD) and 12 miles from Midway Airport (MDW).

Ground Transportation

Shuttle Service: Provided by Go Airport Express

ORD: \$32

MDW: \$27

**Prices are estimated.*

Taxi:

ORD: Approximately \$40 each way

MDW: Approximately \$35 each way

Train:

ORD or MDW: \$2.25



Sponsors & Exhibitors

2013 Fall World Conference Sponsors



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