

A MESSAGE FROM THE PRESIDENT



Robert Thornburgh, SIOR
2019 SIOR President
Kidder Matthews,
Long Beach, CA

My Fellow SIORs,

It has been an exciting start since taking over the role as your SIOR Global President!

In recent months, I have been fortunate to visit various Chapters and events around the country and abroad. Throughout these interactions, I am constantly reminded how fast our industry continues to evolve.

While commercial real estate has always been a business that heavily depends on interpersonal relationships—we must observe the landscape. Things are changing at an accelerated pace; it's impossible to ignore the influences of technology and the corresponding rapid rate of change. Further, we are only just getting started in terms of its overall impact on our lives, both personally and professionally.

The best way to maintain relevance in the backdrop of this transformation is to stay informed about today's emerging trends. While there may be no way to "future-proof" a business or industry, the Society of Industrial and Office Realtors continues to provide an environment where advanced education and networking are focused on these discussions—offering

professional development and innovative solutions to tomorrow's challenges.

With the preceding in mind, I am also pleased to report that thanks to our highly dedicated board of directors, we have finalized our organization's new three-year strategic plan. Through the creation of impactful, forward thinking programs, SIOR will increase engagement, drive value, and foster growth. We are committed more than ever to delivering highly desired services and experiences, and will do so by making more data-driven decisions to enhance SIOR's brand and benefits.

Expect to hear more about these positive changes throughout the year. In the meantime, I look forward to seeing many of you soon—whether at an upcoming Chapter event or our 2019 Spring World Conference in the nation's capital.

Sincerely,

A stylized, handwritten signature in blue ink, consisting of a large, flowing 'R' followed by a smaller 'T' and a period.

Robert G. Thornburgh, SIOR
SIOR President