



**ANGELA WEST, SIOR,
MCR**
2015 - 2016 SIOR
PRESIDENT
CBRE, TULSA,
OKLAHOMA

Dear SIORs,

I am pleased and thrilled to be serving as your upcoming president for the 2015 term. To have the opportunity to lead the most prestigious industrial and office real estate service providers around the globe is truly an honor. As my term begins I would first like to thank the Immediate Past President Mike Hillis for his outstanding work and dedication to the organization over the past year.

In SIOR's 74-year history, the association has been serving the needs of the top industry professionals around the world. It is my goal to continue to strengthen our position in the industry and improve the value for our members by leading the board in support of our newly initiated strategic plan and the mission of SIOR.

TAKE ADVANTAGE OF SIOR RESOURCES

Staying connected with SIOR members is the best way to leverage your designation. MySIOR — your members' only community, is an invaluable resource; offering unparalleled networking opportunities, giving you access to public or private discussion forms, the ability to share documents, and allowing you to send targeted listing promotions to members through SIOR Connect. Additionally, with the 2014 Member to Member Transaction Awards around the corner, I encourage you to report your M2M transactions online to have them appear on your SIOR profile and also be eligible for the M2M awards that will be presented at the upcoming Spring World Conference in Scottsdale, Arizona.

FALL WORLD CONFERENCE RECAP

Improved market conditions and the excitement among our members was greatly supported by the more than 1,000 SIORs and industry professionals present at the 2014 Fall World Conference recently held in Nashville,

Tenn., — the best attended SIOR World Conference in ten years. Attendees heard three standout general session speakers including marathon swimmer, Diana Nyad, and economist, Peter Ricchiuti. The conference also featured nine cutting edge breakout sessions and invaluable networking opportunities including the Panattoni Party and CenterPoint Properties After Hours Party, giving attendees a real taste of Nashville.

STRATEGIC WORKING GROUPS

The SIOR Board of Directors has been working very hard to improve the value of the SIOR membership by implementing strategic initiatives. Over the last year, SIOR embarked on an extensive strategic planning effort. By holding interviews with members, non-members, industry leaders, and sponsors, and conducting an extensive all-member needs assessment survey, SIOR leadership has carefully evaluated the findings to come up with a strategic plan that will build upon our strengths as an organization and position us for the future.

The purpose of a new strategic plan is to help SIOR remain relevant and continue to provide a professional designation of the highest quality for the benefit of our members and our clients. Each new strategic area strives to ensure that the SIOR designation is universally recognized as the pre-requisite for the top selection of industrial and office real estate service providers. Five working groups have been created around each of these strategic areas to create short and long-term goals. Each group is already working hard to ensure our designation remains unchallenged in its prestige and excellence.

The first strategic working group is **Member Segmentation**, chaired by Mark Duclos. The group aims to develop a more thoughtful and sophisticated approach to membership that will allow SIOR to better understand and provide a more definitive value proposition to its various constituencies. With such a diverse membership, each SIOR's needs very widely, so we created this group to develop programs that will address the different needs of the different segments of our membership.



The second strategic working group, **Messaging**, chaired by Robert Thornburgh, will strive to improve the way we deliver our story internally to members, externally to clients of members, partners and non-members, and significantly increase the reach of our message to people outside of the organization. We want to improve how we talk about SIOR and articulate the value we provide for different segments of membership by crafting our story for various industry segments and delivering it consistently and effectively.





The third strategic working group that was created is **Nimble Governance**, chaired by Allen Gump, to examine our organizational structure and develop ways to allow SIOR to operate in a nimbler, more proactive way. This will better position us to address the rapidly increasing changes in trends and demands of our membership and the commercial real estate industry as a whole.

The fourth strategic working group is **Education**; we need to develop educational programs that will support the interest in, and demand for more educational content in the future as well as respond to the need for more specialization within our industry. Chaired by Bob Percival, this group will examine current educational offerings as well as potential new offerings and partnerships to provide increased, and more specialized, educational opportunities for our membership, as well as become a recognized and “go to” provider of commercial real estate education within the industry.



Lastly, the fifth strategic working group is **Thought Leadership**, chaired by Geoff Kasselmann. This working group was formed to initiate an SIOR “Think Tank” that will significantly elevate the influence and reputation of SIOR as a thought leader by providing input on current issues via research, partnership, authoring topical articles, and curating relevant industry information.

I see change already happening, and I am excited about what the future holds. As your new president I am committed to strengthening our position in the industry and improving the value for our members. If you have ideas that you would like to share for any of these new strategic areas, I encourage you to reach out to each working group leader and share your thoughts, or feel free to reach out to me directly with any thoughts or ideas at Angela.west@cbre-ok.com.

Angela West, SIOR, MCR,
SIOR President



SIOR's 2014 strategic planning participants.



GETTING TO KNOW YOUR PRESIDENT

What are you most looking forward to in 2015?

The opportunity to work with the creative and talented leaders who have been energized by the new strategic plan and collective vision.

What is the best advice you have ever received?

Dream big, ask boldly, and take action.

What is something that most people don't know about you?

I was painfully shy when I was young.

What is your favorite hobby/pastime outside of work?

Traveling to Charity Cycling Events. I blame ProLogis, who got me hooked with the Courage Classic event. It is an amazing experience to do good for others while physically challenging yourself in new and different environments.

What is your guilty pleasure?

Cabernet with a Kind dark chocolate cherry cashew bar.