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## **SIOR Convention to be held May 2 - 7 at Westin Kierland Resort**

April 07, 2011 - Spotlights

SIOR is planning its next national convention from May 4-7 in Scottsdale at the Westin Kierland Resort & Spa. The theme for this convention is "Coming Out on Top". The hotel is located in the master-planned, 730-acre Kierland Community which is tucked among the McDowell Mountains and Sonoran Desert. The Westin Kierland Resort & Spa proudly champions Arizona's colorful history and culture. The Westin Kierland offers a host of options to entertain guests of all ages. On May 4 excursion trips are scheduled by SIOR including a trip to Tonto National Forest and Montezuma's Castle. It is one of the best preserved cliff dwellings in North America. This trip includes Sedona. There is an Early Bird Golf Outing, Ultimate Valley of the Sun Tour, tour of Old Town Scottsdale and Fashion Square and its famed restaurants, a Desert Hummer Adventure and Cowboy Cookout, and Grand Canyon Overnight Tour.

Thus far, the General Sessions include the following: Opening General Session featuring Jack Canfield, author Chicken Soup for the Soul series. As the beloved originator of the Chicken Soup for the Soul series, Jack Canfield fostered the emergence of inspirational anthologies as a genre - and watched it grow to a billion dollar market. As the driving force behind the phenomenon, Canfield is uniquely qualified to talk about success. He is America's leading expert in creating peak performance for entrepreneurs, corporate leaders, manager, sales professionals, corporate employees, and educators. Over the last 30 years, his compelling message, empowering energy, and personable coaching style has helped hundreds of thousands of individuals achieve their dreams.

Other concurrent sessions include:

1) Brokerage Management SPB: Controlling Costs: Efficiently and Effectively Operating a Brokerage Company

Join this interactive session for an in-depth discussion of fiscal operations and overall management of a brokerage company. Discussion will include the results of the 2011 Brokerage Management Survey.

2) Distribution & Logistics SPB: Understanding Supply Chain Design, Network Optimization, and Location Strategy

Gain a working knowledge of how supply chain is related to site selection and design criteria which in turn impacts corporate decision making. At this interactive session, participants will examine case studies to gain insight into how specific users are using design and network optimization to drive their site selection process.

3) Breakout Session: The Economy, Financial Markets, and Commercial Real Estate: Today, Tomorrow, and Beyond

Gain an understanding of the forces within the economy that impact the financial and commercial

real estate markets. Position yourself for the recovery following one of the most serious financial crises and deepest recessions since the Great Depression. Listen to and ask questions of those who monitor the movements within the financial market that impact property decisions and investment outcomes, and hear what they think lies ahead.

Friday, May 6

8 a.m. - 9:30 a.m. Educational Sessions:

1) Corporate Services SPB: Getting Into the Outsourcing Loop

This comprehensive session will discuss how some brokers have taken advantage of the opportunities with outsourcing to increase revenues in a down market. Other topics to be discussed include the intricacies of facility and property management, the role lease audits play in outsourcing, and the importance of auditing owned properties. Participants will walk away with an understanding of the scope of list audits and the different items included in a broad audit of an owned property. An overview of alternative software approaches and tools to support outsourcing will also be provided.

2) Joint Investment & Land SPB: Historical Perspective - How and When Did the Industrial, Office, and Land Markets Recover After the Downturns of 1980, 1990, and 2001

This session will provide a historical perspective of the current recovery based on how and when the industrial, office and land markets recovered after previous downturns. Discussion will focus on how this historical perspective will affect the recovery over the next few years. Panelists will also provide perspective on what they perceive will be the greatest challenges and/or opportunities going forward.

3) Breakout Session: Social Media 3.0 (CE)

Saturday, May 7

8:45 a.m. - 10:15 a.m. Educational Sessions

1) Tenant Representation SPB: Improving and Maximizing the Tenant Rep and Landlord Experience

It is important for tenant representatives to understand how their actions can impede or even prevent a transaction from being completed. Attend this session to hear landlord thoughts on what tenant reps do right and where they could improve. Participants will receive a handbook to getting deals done quickly and efficiently in the economic recovery.

2) Breakout Session: Coming Out on Top - An Owner's Perspective

During this session attendees will learn how developers, investors and property owners have repositioned themselves during the economic downturn and the direct and indirect impact on the commercial real estate industry. This moderated panel discussion will include some of the country's largest and most active property owners. Participants will walk away with an understanding of the depth and degree companies have had to reorganize for the new normal. An emphasis will be placed on business opportunities for the brokerage industry going forward. Understanding the realignments will afford you the opportunity to better communicate with your clients, customers and peers.

3) Breakout Session: Investment Property Marketplace

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.

4) Breakout Session: Techniques and Survey Results for Handling Inbound and Outbound SIOR Referrals

The Saturday General Session: Economic Outlook for 2011 includes speaker Mark Dotzour, PhD,

Real Estate Center at Texas A&M University. Join Dr. Dotzour as he provides an economic update and discusses the current state of the economy and his economic outlook for 2011. Dr. Dotzour will share his views on the commercial real estate market, the process of the economic recovery, and what the industry can do to take advantage of opportunities in the market.

For registration, hotel information and discount airlines, go to [www.sior.com](http://www.sior.com).

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