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SIOR Fall Convention canceled: Create 360 will now be virtual

September 11, 2020 - Front Section

Boston, MA Create360 is a virtual event that will take place on October 21-23. This event will bring together CRE professionals from all levels for a high-level view of the industrial and office real estate landscape. The convention was to take place in Boston but it was canceled due to COVID-19. The conference will now be virtual. The New England chapter had organized a convention committee to assist with the Boston Convention. The members included: Jim Boudrot, Tim Brodigan, Arlon Brown, Bob Cleary, John Connor, Tom Farrelly, Jeremy Freid, Mike Giancola, David Gilkie, Mike Giuttari, Garry Holmes, Katherine Kane, Greg Klemmer, Justin Lamontagne, Loreen Liberty, Don Mancini, Rob Nahigian, George Paskalis, Chris Paszyc, Chuck Reilly, Drew Sigfridson, and Austin Smith. Since March, the convention committee has been on hold and now canceled.

With a virtual convention, there are a number of high level speakers.

High-profile speakers will be attending to provide strategic discussions of current challenges in today's market. These discussions will also provide techniques and solutions to deal with these challenges as produced as a product of COVID-19.

The main speakers planned for Boston included:

Opening General Session Featuring Alan Mulally

Renowned for his strategic and operational leadership and working together, Mulally transformed a struggling Ford Motor Company into one of the world's leading automobile companies and the #1 automobile brand in the United States. Mulally led the transformation of Boeing into the #1 commercial airplane company and aerospace company in the world. Named #3 on FORTUNE's list of "World's Greatest Leaders," and one of "The World's Most Influential People" by TIME magazine, Alan Mulally's leadership as president and CEO of The Ford Motor Company has been hailed by consumers and industry experts alike. In 2006, Ford suffered a \$12.7 billion loss and a significant degradation in their stock-value. With Mulally's leadership to formulate a compelling vision, comprehensive strategy, and a relentless implementation plan, Ford was able to develop a world class product line of cars and trucks with ever increasing productivity, and to deliver profitable growth for all the company's stakeholders. Today, Ford is one of the world's leading automobile companies and the #1 automobile brand in the United States. Mulally examines strategic and operational leadership and "working together" teamwork principles, practices and management system. Mulally encourages them to explore their own set of working together skills as applicable to their industry and particular organization. Prior to joining Ford, Mulally served as executive president of The Boeing Company, president and CEO of Boeing Commercial Airplanes and of Boeing

Information, Space, and Defense Systems. He has additionally been named one of the 30 “World’s Best CEO’s” by Barrons’ magazine, and “Chief Executive of the Year” by Chief Executive magazine. Mulally has been honored with the American Society for Quality’s medal for executive leadership, the “Automotive Executive of the Year”, and the “Thomas Edison Achievement Award.” In 2016, Mulally was inducted into The Automotive Hall of Fame. Mulally previously served on President Obama’s United States Export Council.

General Session: Prologis Speaker Series; Condoleezza Rice

As secretary of state and national security advisor, Condoleezza Rice pioneered a policy of transformational diplomacy and heralded the formation of new global governments based on democratic principles. Rice has proven to be a significant leader during a time of unprecedented and tumultuous world affairs, recognized for her courageous efforts to foster worldwide freedoms for all people. Her great love of America and her faith in its core values are the foundational strength of her presentations regarding foreign policy, education and the empowerment of women. Rice is the author of three New York Times best-sellers, *Extraordinary, Ordinary People: A Memoir of Family* (2010), *No Higher Honor: A Memoir of My Years in Washington* (2011), and *Democracy: Stories from the Long Road* (2017). Her newest book, *To Build a Better World: Choices to End the Cold War and Create a Global Commonwealth* was released in 2019. Rice is also a contributor to CBS News. Rice is the Denning Professor in Global Business and the Economy at the Stanford Graduate School of Business, the Thomas and Barbara Stephenson Senior Fellow on Public Policy at the Hoover Institution, and Professor of Political Science at Stanford University.

General Session - Failing Up: How to Take Risks, Aim Higher, and Never Stop Learning: Leslie Odom, Jr.

Leslie Odom Jr. is a multifaceted Tony and Grammy Award-winning performer, best known for his breakout role as Aaron Burr in the Broadway phenomenon *Hamilton*. Odom’s self-titled debut album charted at #1 on the Billboard Jazz chart and in winter 2017, he topped the charts again with the re-release of *Simply Christmas* as a deluxe edition with new arrangements and new songs. His extensive acting career includes film and television roles including *Murder on the Orient Express*, *Red Tails* and *Smash*. In 2018, he added author to his resume with the release of his book, *Failing Up: How to Rise Above, Do Better, and Never Stop Learning*. This November, he will star alongside Cynthia Erivo and Janelle Monae in *Harriet*, a biopic about the extraordinary life of Harriet Tubman and he will be in next year’s highly anticipated film *The Many Saints of Newark*. Odom recently released his third full-length album and first of original material, entitled *Mr* in November 2019.

Next Spring the convention is to take place in Montreal and was rebranded as TransACT 360. TransACT 360 has been renamed from the Spring World Conference to more clearly articulate the value of the event and reflect what SIORs accomplish—it’s the place to conduct business and acquire tactical intelligence that can be put to use right away. Attend TransACT 360 to be surrounded by deal-making from every angle.

Stay tuned for more information on registration and hotel.

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