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## **Register for the SIOR Fall National Convention - Oct. 29th to Nov. 1st**

October 09, 2008 - Spotlights

The SIOR Fall National Convention is scheduled from Wednesday, October 29th to Saturday, November 1st at the Hilton Minneapolis located in downtown Minneapolis. SIOR has negotiated discount rates with Northwest Airlines as well as the Hilton. At this point, SIOR has the opening general session scheduled for Thursday, October 30th with Keith Ferrazzi who is the founder and CEO of Ferrazzi Greenlight. The topic is Relationships for Revenue Growth and is sponsored by Spectrus Real Estate Group. Ferrazzi is one of the rare individuals who discovered the essential formula for making his way to the top - a powerful and balanced combination of marketing acumen and networking savvy. Both Forbes and Inc. magazines have designated him one of the world's most "connected" individuals. He provides leaders with advanced strategic consulting and training services to increase company sales and enhance personal careers.

On Thursday afternoon there are four concurrent sessions; Dealing in a Recessionary Market; Wall Street and Commercial Real Estate; Business Development and Cold Calling; Sustainability/Green and U.S. Trade Flow Dynamics: Identifying Warehousing Paths of Growth. The scheduled speakers include Everett Greer of Bank of America, Peter Quinn of Cushman & Wakefield, John Patelski of A. Epstein and Sons, and Jon DeCesare, World Class Logistics Consulting, Inc.

On Friday, October 31st, the general session is being held at 9 a.m. and will feature Ray Zurzwell, the principal developer and inventor of the first CCD flat-bed scanner, the first omni-font optical character recognition, the first print to speech reading machine for the blind, the first text to speech synthesizer, the first music synthesizer capable of recreating the grand piano and other orchestral instruments, and the first commercially marketed large vocabulary speech recognition. He has been described as "the restless genius."

Friday morning follows with Concurrent Specialty Practice Boards; Corporate Services and Distribution & Logistics/Tenant Representation. Speakers scheduled include: Paul von Paumgarten, Johnson Controls.

The Friday afternoon concurrent sessions include : Synergistic Sales Success; Time Saving Technology Best Practices and Taking the Risk Out of Working with Brokers in Europe: Enhancing the Relationship with your Client. Speakers include: David Blanchard, NAI Global; Angela West, CB Richard Ellis; Kevin Mersh, NB Real Estate; and Frederic Sneider, NB Real Estate.

The Saturday morning program includes: Brokerage Management; Investment and Land. The general session will feature the Annual Review and Forecast delivered by Peter Ricchiuti, assistant dean at Tulane University and the finance professor. He served a successful career on Wall Street and assistant state treasurer and CIO for the State of Louisiana. He will share his informative and entertaining perspective on financial markets, the importance of proper diversification, and the cynical nature of both stocks and investment sectors.

Concurrent Specialty Practice Boards planned after the closing session will include: Corporate Services, Distribution and Logistics, Tenant Representation, Brokerage Management, Investment and Land Specialty.

Registration forms can be found at [www.sior.com](http://www.sior.com).

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