



# nerej

## **SIOR's National Fall Professional Conference to be held Nov. 8th to 10th**

November 28, 2007 - Connecticut

Several members of The Connecticut/Western Massachusetts Chapter of the Society of Industrial and Office Realtors are registered to attend SIOR's National Fall Professional Conference to be held in St. Louis from November 8th - 10th. An exciting array of workshops and educational sessions, networking events, and social activities have been planned.

Featured general session speakers include best-selling author Daniel Pink. Pink will address how and why the future business elite will be comprised of creative individuals, such as artists, inventors, story tellers, and care givers. He will plan to discuss how we are being transformed from an era of traditional knowledge workers to creators and empathizers. Finally, he plans to address what this transformation will mean to your organization.

Most baseball fans have read Billy Beane's Moneyball, or at least are familiar with Beane's philosophy in structuring and running a baseball organization. Beane will talk about this concept relating it to many other businesses outside of baseball. Specifically, he plans to discuss his approach to management, identifying undervalued assets, and using these to create and sustain a competitive advantage. He also plans to talk about competing with individuals and organizations with greater financial resources, utilizing brains over brawn, and achieving greater success in your personal and professional life.

The closing general session will feature Peter Linneman who will provide an economic outlook for commercial real estate. Linneman plans to talk about today's real estate markets, whether or not they are at an overpriced level or operating below replacement costs. He also plans to discuss the elements of commercial real estate that are exposed to recession; or whether or not present conditions are clicking on all cylinders.

Please visit our website [www.siorct.com](http://www.siorct.com) to find additional information on the Connecticut/Western Massachusetts Chapter, Chapter members, and upcoming events. Should you have any questions or interest in the requirements and benefits of becoming a SIOR and joining the Connecticut/Western Massachusetts Chapter, please contact Sherri Thompson, SIOR at 860.528.0884 or John Reed, SIOR at 860.987.4788.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540